



SATISFACTION GUARANTEED
OR YOUR MONEY BACK ★
INDEX STARTS ON PAGE 349
★ EASY TERMS ON PAGE 353

Sears 1952 Christmas Book

SEARS, ROEBUCK AND CO., 3625 Truman Road, Kansas City 27, Mo.,

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WishbookWeb.com



Solid Colors in Medium point (fused) collar.
State neck size and sleeve length.
 33 N 352—Green 33 N 350—Blue Each
 33 N 353—Gray 33 N 351—Tan \$2.95



Pin Check in Med. point (fused) collar with bow tie. *State neck size and sleeve length.*
 33 N 331—Blue 33 N 333—Green Each \$2.95
 33 N 332—Tan



Solid Colors in Widespread (soft) collar.
Plastic stays. State neck size, sleeve length.
 33 N 367—Gray 33 N 366—Green Each
 33 N 365—Tan 33 N 364—Blue \$2.95



Woven Figure in Medium point (fused) collar. *State neck size and sleeve length.*
 33 N 270—Blue 33 N 272—Green Each
 33 N 271—Tan 33 N 273—Gray \$2.95

Right as Mistletoe . .

196-thread Whites and Solid Colors . .
 Long-wearing Fancy, woven patterns

Any shirt on this page **\$2.95** Each Individually boxed

- Permanently lustrous (mercerized) cotton broadcloth—wonderfully smooth, soft—made of combed cotton with long, strong fibers
- Sanforized—maximum fabric shrinkage only 1%
- Comfortable FormEase collar—second to none in good looks. Soft (with plastic stays) or fused styles. Neither style ever needs to be starched.
- Whites have guaranteed-wear collar

- Vat-dyed, washfast, sunfast colors stay fresh and new looking even after many washings
- Natural body taper. Tailored wide at shoulders, tapered in at waist. Full cut for average figure
- 2-piece sleeve placket strengthens a wear point. Usually found only on much higher priced shirts
- Ocean pearl buttons on whites. Button panel front. With deep armholes, sloping shoulders.

Neck sizes 14, 14½, 15, 15½, 16, 16½, 17-inch. Shipping weight each 1 pound 3 ounces.

Unless so stated, ties and cuff links shown not included

MEASURE AND BE SURE

Neck: Measure around neck with tape. Number of inches is correct size.

Sleeves: Bend elbow. Measure from middle back of neck to wrist. Number of inches is size.

Neck	Sleeves	Neck	Sleeves
14-in.	32, 33 in.	15½, 16	32, 33, 34, 35
14½	32, 33, 34	16½	33, 34, 35
15	32, 33, 34, 35	17	33, 34



Neat Woven Stripes in Medium point (fused) collar. *State neck size and sleeve length.*
 33 N 250—Blue 33 N 252—Green Each
 33 N 251—Tan 33 N 253—Gray \$2.95



Choice of button or French cuffs, (require links)

Choice of button or French cuffs (require links)

White-shirt collars are made of heavier, longer-wearing fabric than rest of shirt. We guarantee the collar to outwear the shirt. Please state neck size and sleeve length.

- A** Short point (fused) collar.
 33N354—Button cuffs, . . . Each \$2.95
- B** Widespread (soft) collar, plastic stays
 33N300—French cuffs (require links)
 33N304—Button cuffs . . . Each \$2.95
- C** Medium point (fused) collar.
 33N306—French cuffs (require links)
 33N301—Button cuffs, . . . Each \$2.95



Solid colors in Medium point (fused) collar. State neck size and sleeve length.
 33 N 385G—Blue 33 N 388G—Gray
 33 N 386G—Tan
 33 N 387G—Green..... Each \$3.95

Neat figure in medium point (fused) collar. State neck size and sleeve length. Each \$3.95
 33 N 372G—Tan 33 N 371G—Gray
 33 N 370G—Blue 33 N 373G—Green



Pilgrim Shirts for Christmas

220-count Whites, Solids, Proportioned lengths



Tapered Check in wide spread (soft) collar. Please state neck size and sleeve length.
 33 N 296G—Tan, green 33 N 297G—Red, gray
 33 N 295G—Blue Each \$3.95

Any shirt on this page

\$3.95
Each

Any 2 for

\$7.80

Any 4 for

\$15.40

Individually Boxed

De luxe Shirts have these features

- Luxurious woven through pattern fancy shirts
- Better, more closely woven, longer-wearing cotton broadcloth than in shirts on opposite page. Made with combed yarns—softer, richer, smoother looking. Mercerized for permanent luster. [D] below in cotton pique
- Proportioned body lengths. The longer the sleeve size you order the longer the shirt body will be
- Sanforized. Vat-dyed, washfast, sunfast colors
- FormEase—the most comfortable collar you have ever worn. Soft collar style with plastic stays; and fused styles. Neither ever need to be starched
- Genuine ocean pearl buttons. French (no panel) front except [D] below which has panel front.
- Tapered body; 2-piece sleeve placket. Full roomy cut

Neck sizes 14, 14½, 15, 15½, 16, 16½, 17-inch.
 Shipping weight each 1 pound 3 ounces.

Unless stated, ties and cuff links not included



Choice of button or French cuffs (require links)

Shirts [A]-[C] have soft collar with plastic stays

White shirts with collars made of heavier, longer-wearing fabric than the rest of the shirt. Collar guaranteed to outwear the shirt. State neck size and sleeve length.

[A] Widespread (soft) collar. Stays keep it neat.
 33 N 396G—White. Regular button cuff style
 33 N 394G—White. French cuffs (require cuff links)

[B] Medium point (fused) collar. America's favorite.
 33 N 393G—White. Regular button cuff style
 33 N 395G—White. French cuffs (require cuff links)

[C] Medium long point (soft) collar. Stays keep it neat.
 33 N 397G—White. Regular button cuffs
 Each \$3.95..... 2 for \$7.80..... 4 for \$15.40

Neck sizes above. For sleeve sizes, and How to Measure, see page opposite



Gift Specials

Pilgrim Deluxe Shirts with Accessories as shown

Individually Boxed **\$3.95**
Each

Any 2 for
\$7.80

Any 4 for
\$15.40

[D] Smart Round-point (soft) FormEase collar shirt. Gold colored metal tie bar and cuff links. (Set with colored stone) included. Handsome cotton pique (ribbed) fabric. With proportioned body length; tapered fit; ocean pearl buttons. Panel front. Sanforized. State neck size and sleeve length (page opposite).
 33 N 288GE—White shirt, tie bar, cuff links. 10c Fed. tax included. Set \$3.95... 2 for \$7.80... 4 for \$15.40

[E] Handsome Short-point (fused) collar shirt with attractive acetate tie included. 220-thread cotton broadcloth, combed and mercerized for soft smoothness, luster and wear. Durable fabric collar—guaranteed for the life of the shirt. Please state neck size and sleeve length wanted; choice of tie color, blue, maroon or brown.
 33 N 294G—White shirt, tie set. Set \$3.95... 2 for \$7.80... 4 for \$15.40



33NINAMDLG PAGE 3...MEN'S DRESS SHIRTS



33N3916 33N3926 33N3936 33N3946 33N3956 33N3966 33N3976 33N3986 33N3996 33N4006

PURE SILKS. Wool lined to tie easily. Shpg. wt. ea. 4 oz. *State color* blue, red, or brown. Boxed. \$1.89 Each 2 for \$3.60 6 for \$10.00

SOLID COLORS . . 97c Ea. Any 2 for \$1.88 6 for \$5.00

Initial Acetate Ties

Ties with gold colored metal pin-through initial. Choose any initial except I, O, Q, U, V, X, Y, Z. 4c Federal tax included.



Spot-resistant Wools

Four in hand (longs) and bow ties. A New fabric finish makes it easy for you to remove all non-oily spots with a damp cloth.



INITIAL ACETATE LONGS. *State color* above, except black, print initial. Wt. ea. 4 oz. 33 N 3877GE..... Each 97c

SPOT-RESISTANT ALL WOOL LONGS. Wool-lined for wrinkle resistance. *State color*, above. 33 N 3880G—Shpg. wt. ea. 4 oz. Each 97c



ALL WOOL BOWS. Clip on. Wt. 2 oz. *State color* (same as Longs), 33 N 3928G..... Each 97c

Luxurious Gifts, but inexpensive

A 100% wool Tartan plaids. About 12x48 in. Hand wash separately. *State color* blue, brown or red plaid. Shipping weight 7 oz. 33 N 3536—Boxed... \$1.49

B Solid colors in 100% wool, soft and warm. 12x48 in. Hand wash separately. *State color* yellow, white, maroon, tan or navy blue. Shipping weight 7 ounces. 33 N 3515—Boxed... \$1.98

C Hand-painted white rayon crepe. About 12x49 in. (2 layers of fabric). Hand wash separately. Wt. 6 oz. 33 N 3504—Horse. Boxed. 33 N 3502—Ship 33 N 3505—Dog... \$1.98

D His initial embroidered on white rayon crepe (double fabric). Print any initial (except I, Q, U, V, X, Y, Z), or *state crest* (shown above). About 12x50 in. Hand wash. Shipping weight 6 oz. 33 N 3528—Boxed... \$1.98

E Reversible, 2 fabric thicknesses, 2 colors, one on each side. Acetate and nylon blend. Hand wash separate. *State color* maroon with gray; navy blue with gray; brown with yellow. 12x48 in. Shipping weight 6 oz. 33 N 3518—Boxed... \$1.98

F Matching Muffler and Glove set. 100% wool in solid colors. 12x48 in. Chevron weave muffler; knitted gloves. Hand wash separate. *Glove sizes* 8, 9, 10. *Colors* yellow, maroon, tan, navy blue. *State color and glove size*. Shipping wt. set 10 oz. 1951 Christmas \$3.98. 33N3540—1952 price \$3.49

G Zipper Muffler. 100% worsted wool in handsome plaids. Sure protection for neck and chest. Fabric is doubled; size 53x46 inches. Hand wash separately. *Size* small (14-14½-inch neck); medium (15-15½); large (16-16½). *Colors* blue, maroon, brown plaids. Shipping weight 7 oz. *State neck size and color*. 33 N 3531—Boxed... \$1.98

H Acetate and nylon, lustrous and durable. Hand wash. 13x50 in. *State color* white, gray, or canary yellow. Shipping weight 6 oz. 33 N 3530—Boxed... \$1.98

J New 2-fabric. Wool for warmth on one side . . . rayon for smart looks on the other. Hand wash separate. Shpg. wt. 7 oz. *State color* tan-brown combination, maroon, or navy blue. 33 N 3511—Boxed... \$2.97



33N4016 33N4026 33N4036 33N4046 33N4056 33N4066 33N4076 33N4086 33N4096 33N4106

ACETATES. Boxed. *State color* blue, red, brown. Shpg. wt. ea. 4 oz. 97c Each 2 for \$1.88 6 for \$5.00



33N4006 33N4016 33N4026 33N4036 33N4046 33N4056 33N4066 33N4076

HAND PAINTS, 97c Each 2 for \$1.88 6 for \$5.00

PRINTED ACETATES. New narrow look. Wool lined. *State color* blue, red or brown (duck also in maize). Shpg. wt. ea. 4 oz. Boxed.



97c 2 for \$1.88

PURE SILK BOW TIES. Convenient clip-on style—no band, no tying, clips attach to collar. *State color* red, blue or brown. Shpg. wt. each 4 oz. Boxed.



OXFORD CLOTH . . the "texture weave"

Popular Button-Down soft collar. Made of combed cotton—soft, luxuriously smooth; mercerized for permanent luster. Plain weave. Sanforized—maximum fabric shrinkage 1%. Full roomy Pilgrim tailored; tapered body. Ocean pearl buttons; French (no-panel) front. Strongly seamed. *State neck size and sleeve length (below).*
33 N 269—White. Button cuffs.
Each \$3.95 2 for \$7.80 4 for \$15.40

NYLON . . easy to wash . . durable, long wearing

Medium-long point (soft) collar with plastic stays. Luxury quality woven nylon with ventilating pores. Made for Sears by a famous shirt maker. Washes easily—dirt stays on the surface—floats out. Can be worn without ironing. Only 1% fabric shrinkage. French front. Ocean pearl buttons. *State neck size, sleeve length (below).*
33 N 399—White. French cuff style (requires cuff links). Each \$5.95

PIMA . . our best, longest wear cotton

Now Medium point (fused) collar. Needs no starching. 2-ply (double-thick) threads for strength. Combed yarns make it extra soft, smooth. Mercerized for luster. Ocean pearl buttons. French (no panel) front. Sanforized—for permanent fit. *State neck size and sleeve length (below).*
33 N 194—White. Button cuff style
33 N 196—White. French cuffs (requires links). Each \$4.95 2 for \$9.60

Neck sizes 14, 14½, 15, 15½, 16, 16½, 17-inch. Sleeve sizes on page 2. Shpg. wt. ea. 1 lb. 3 oz.

The No. 1 Man's Gift Every Year

Pilgrim Dress Shirts



ORLON® . . easiest to wash . . stays beautiful

Medium long-point (soft) collar with plastic stays to keep the collar neat. Orlon stays beautiful—never gets dingy, is extremely long wearing. Seams won't pucker. Easiest to wash. You can wear it without ironing. Cool, dry and porous, soft and comfortable against the skin. Made for Sears by a famous shirt maker. Maximum fabric shrinkage 1%. French (no panel) front. Ocean pearl buttons. *State neck size and sleeve length (left).*
33 N 222—White. Button cuffs. Ea. \$6.65
*DuPont Acrylic fiber. Reg. U.S. Pat. Off.



Nylon stays are fused in



TRU-POINT COLLAR, plus Fashion-right Fall colors

\$1.97 Each 2 for \$3.90 4 for \$7.60

The fused-in Nylon stays keep the collar points from curling. Collar is fused to keep it from wilting . . never needs starching. Lustrous cotton broadcloth, Sanforized for permanent fit. Colors are vat-dyed, washfast. Tailored to fit the way men like them. Closely woven, durable. Shpg. wt. ea. 1 lb. 3 oz. Neck sizes 14, 14½, 15, 15½, 16, 16½, 17-in. Sleeve sizes and How to Measure on page 2.

A Smart and neat Pincheck. Please state neck size and sleeve length.
33 N 140G—Blue check
33 N 141G—Tan check
33 N 142G—Green check
33 N 143G—Gray check

B Small figure on solid color. Please state neck size and sleeve length.
33 N 90G—Blue
33 N 91G—Tan
33 N 92G—Green
33 N 93G—Gray

C Pin stripes on solid color. Please state neck size and sleeve length.
33 N 108G—Blue
33 N 109G—Tan
33 N 110G—Green
33 N 111G—Gray

D E Rich solid White. Please state neck size, sleeve length.
33 N 85G—Blue
33 N 86G—Tan
33 N 87G—Green
33 N 88G—Gray
33 N 39G—White

Each \$1.97 . . Save by ordering 2 Any 2 for \$3.90 . . Save more by ordering 4 Any 4 for \$7.60

State both neck size and sleeve length. Ties and cuff links not included

DEKMG PAGE 5 . . MEN'S DRESS SHIRTS

Now.. Pilgrim Long Sleeve

YOUR CHOICE

\$4.60
Each

Any 2 for
\$9.00

STAY BEAUTIFUL...

SHIRTS SHOWN ON THIS PAGE DESCRIBED ON OPPOSITE PAGE



Spun rayon gabardine
Shirts above and immediately below
are 4-Star feature quality, are
available in choice of sleeve sizes
(below) Spun rayon challis



New! Jacket-shirt
with shirred elastic
waist, tab closing. Wear in or
out of trousers



Sport Shirts of X-2* Treated Rayon

WEAR TWICE AS LONG..WITH HALF THE CARE



YOUR CHOICE . . ANY X-2* TREATED
RAYON SHIRT ON OPPOSITE PAGE

\$4⁶⁰ Each ANY 2 FOR \$9⁰⁰

All "Stay beautiful . . wear twice as long"



Tested! No fading in a machine that imitates the sun



Tested! New looking after 64 washings at a cotton



Tested! Wears twice as long as ordinary untreated rayon

X-2 chemical changes the molecular structure of rayon. It locks in the crisp colors; preserves the smooth lustrous finish. By protecting the fibers from abrasive and chemical laden dirt, it adds wear. X-2 treated rayon retains its fabric body, life, and sparkle to the very end.

" . . With Half the Care."



Machine wash it just like you do your cottons. Washfast.



Absorbs less moisture; dries faster, irons in one stroke



Wrinkle-resistant. Fibers retain their liveliness

- Only 2% fabric shrinkage regardless of the number of times or the way it is washed
- Washfast, Sunfast colors. Dirt cannot penetrate the fibers, floats out in washing
- Perspiration-odor-resistant; mildew-resistant. Wrinkles "hang-out" as in a wool shirt.



4-STAR FEATURE SHIRTS

Fits neck sizes 14 to 18½ . .
sleeve lengths 32 to 36 inches

Tailored, detailed like shirts selling for much, much more

- 2-way sport collar with special lining that finds the fold line. Smarter looking with a tie, makes ironing easier
- Rayon satin lined yoke. Pleated back for freedom in action
- Bellows pleated pockets, military flaps; pleated sleeves
- 2-button adjustable cuffs with diamond point detailing
- Cut full and roomy the way men like them. In-or-out bottom
- Securely anchored ocean pearl buttons; reinforced backing

Sizes small (14-14½-in. neck); medium (15-15½); large (16-16½); extra large (17-17½); XX large (18-18½). *Sleeve sizes below.*

- [A-K] EXCLUSIVE AT SEARS. X-2 treated spun rayon gabardine.** Washfast colors. Max. fabric shrinkage 2%. Shpg. wt. each 1 lb. 7 oz. *State neck size, sleeve length, see size scale below.*
- | | |
|-----------------------------|-----------------------------|
| [A] 33 N 6944G—Forest green | [O] 33 N 6938G—Pearl gray |
| [B] 33 N 6943G—Rust | [N] 33 N 6940G—Medium green |
| [C] 33 N 6936G—Gold color | [J] 33 N 6941G—Maroon |
| [D] 33 N 6939G—Brick red | [K] 33 N 6942G—Navy blue |
| [E] 33 N 6937G—Light blue | |
| [F] 33 N 6935G—Tan | |
- Any 2 for \$9.00 Each \$4.60

[L-W] EXCLUSIVE WITH SEARS. Solid color rayon challis. "Gaucho" widespread collar. Hand stitched collar, pockets. White ocean pearl buttons. Washfast. 2% fabric shrinkage. Shpg. wt. each 1 lb. 6 oz. *State neck size and sleeve length, scale below.*

- | | |
|-----------------------------|---------------------------|
| [L] 33 N 6928G—Wine red | [Y] 33 N 6931G—Lime green |
| [M] 33 N 6927G—Med. green | [V] 33 N 6926G—Pearl gray |
| [N] 33 N 6924G—Light blue | [W] 33 N 6930G—Rust |
| [P] 33 N 6925G—Tan | |
| [R] 33 N 6929G—Forest green | |
- Any 2 for \$9.00 Each \$4.60

Sleeve sizes (for shirts above only)

Neck size	Sleeve sizes	Neck size	Sleeve sizes
Small	32, 33 inches	Extra large	33, 34, 35, 36
Medium	32, 33, 34, 35, 36	XX large	33, 34, 35, 36
Large	33, 34, 35, 36		

WOVEN CHECKS, PLAIDS

of X-2 treated spun rayon

[X-HH] Lucky is the man who is gifted with one of these plaids or checks. They keep their sparkling good looks, the resilient fiber life through countless washings and they never shrink out of size. Look at these quality details.

- 2 pockets with rounded pocket flaps
 - Round tailored cuffs; Shirred back, sleeves
 - Matching color anchored durable plastic buttons
 - Stitchless 2-way sport collar. Hemmed bottom
 - Washfast, sunfast colors. Maximum fabric shrinkage 2%. Wrinkles actually "hang out" as in wool shirts. Shpg. wt. ea. 1 lb. 3 oz.
- Sizes small (14-14½-in. neck) medium (15-15½); large (16-16½); extra large (17-17½).
- | | |
|-----------------------------------|------------|
| [X] 33 N 6915G—Red combination | |
| [Y] 33 N 6912G—Brown combination | |
| [AA] 33 N 6919G—Blue and white | |
| [BB] 33 N 6918G—Brown and white | |
| [CC] 33 N 6910G—Red combination | |
| [DD] 33 N 6914G—Brown combination | State size |
| [EE] 33 N 6911G—Blue combination | (above). |
| [FF] 33 N 6917G—Green combination | Ea. \$4.60 |
| [GO] 33 N 6913G—Blue combination | Any 2 for |
| [HH] 33 N 6916G—Gray combination | \$9.00 |

HOW TO MEASURE FOR SPORT SHIRTS

Neck size. Measure around neck with tape measure. Number of inches is neck size. Order small if neck measures 14 to 14½ inches; medium (if 15-15½); large (16-16½); extra large (17-17½); XX large (18-18½).
Sleeve size (only for 4-Star shirts at left). Bend elbow. Measure from middle back of neck over shoulder and elbow to wrist. Number of inches is sleeve length.

HERE'S THE PROOF



A commercial laundry washed it as a white cotton** 16 times. After the test the X-2 treated rayon side not only showed no signs of wear, but actually was as fresh and new looking as the day it was made.

** Water temperature 180°, strong soap and bleach

SOLID COLOR CORDS

of X-2 treated spun rayon

[JJ-MM] Only Sears has this solid color fabric. All the X-2 features described above.

- Handsome short point "Gaucho" collar to wear open or closed. Ocean pearl buttons
 - 2-button adjustable cuffs with diamond point tailoring. Pockets with pointed flaps
 - Pleated sleeves and back; square bottom
 - Washfast, sunfast colors. Maximum fabric shrinkage 2%. Shpg. wt. ea. 1 lb. 7 oz.
- Sizes small (14-14½-in. neck); medium (15-15½); large (16-16½); extra large (17-17½).
- | | |
|-------------------------------|-------------|
| [JJ] 33 N 6923G—Electric blue | State size |
| [KK] 33 N 6922G—Cinnamon tan | (above). |
| [LL] 33 N 6920G—Wine red | Each \$4.60 |
| [MM] 33 N 6921G—Forest green | 2 for 9.00 |

NEW JACKET STYLE

of X-2 treated spun rayon

[NN-RR] It's new with solid color gabardine back, neck, sleeves and panel front; and a check plaid front. Shirred elastic waist has tab closing. Wear in or out; widespread sport collar open or closed. 2-button adjustable cuffs.

- Sizes small (14-14½-in. neck); medium (15-15½); large (16-16½); extra large (17-17½). Shpg. wt. ea. 1 lb. 8 oz. Washfast, sunfast colors. Maximum fabric shrinkage only 2%.
- | | |
|---|--|
| [NN] 33 N 6986G—Green plaid; dk. green trim | |
| [PP] 33 N 6984G—Red-gray plaid; maroon trim | |
| [RR] 33 N 6985G—Blue plaid; navy blue trim | |
- State size above. Each \$4.60 2 for \$9.00

*Trade Mark Don River Mills for Rayon fabrics and textile treating chemicals

BBKMH PAGE 7 . . MEN'S SPORT SHIRTS

A With initial. Rayon and acetate gabardine. Choice of 8 colors shown at top of page. 4% fabric shrinkage. . . . Each **\$2.95**

SPORT SHIRTS WITH
R His Initial
2 FABRICS . . 8 COLORS

B With initial. "Teca" acetate and rayon shirts. Choice of all 8 colors shown at top of page. 2 to 3% fabric shrinkage. . . . Each **\$2.95**

C-E Small block pattern in sanforized cotton twill. . . . Each **\$2.95**

F-H Baker's check in sanforized durable cotton twill. . . . Each **\$2.95**

J-L Woven block pattern in sanforized cotton gingham. Each **\$2.95**

Give him a solid color, or handsome plaid, and make this . .

M-R Pin-point check in rayon and acetate. . . . Each **\$3.95**

T-X Cord rib in rayon, acetate and cotton blend. . . . Each **\$3.95**

Y-CC Solid color acetate and nylon crepe blend. . . . Each **\$3.95**

This for sure . . . every man wants more

Pilgrim Sport Shirts..

In time for Christmas

Priced \$1.79 to \$3.95

He will find 365 day-a-year wear from these gifts. The latest men's colors, the latest fabrics and patterns and the famous Pilgrim fit that men prefer

Long sleeves. Rich, durable rayons, cottons

Shirts described here \$2.95 individually shown on opposite page Each boxed

Ladies! All you need is his neck size. Order small (14-14½-inch neck); medium (15-15½); large (16-16½); extra large (17-17½). Measuring instructions below.

A Rayon and acetate gabardine—with gold color metal initial. Long wearing fabric, with rich, luxurious feel. 2-way sport collar; in or out square bottoms; matching color buttons; rounded pocket flaps. Hand wash. Max. fabric shrinkage 4%. Shpg. wt. 1 lb. 6 oz. *State size, print any initial except I, O, Q, U, V, X, Y, Z.* 4c Federal tax included.
33 N 6965E—Light blue
33 N 6966E—Tan
33 N 6967E—Pearl gray
33 N 6968E—Forest green
33 N 6969E—Maroon
33 N 6970E—Navy blue
33 N 6971E—Bright red
33 N 6972E—Kelly green
 Each \$2.95

B "Teco" acetate and rayon—with gold color metal initial. Luxuriously smooth plain weave fabric lustrous and hardy. 2-way sport collar; square in or out bottom; matching color plastic buttons; tailored rounded pocket flaps. Hand wash. Maximum fabric shrinkage 2 to 3%. *State size (above), print any initial except I, O, Q, U, V, X, Y, Z.* Shpg. wt. 1 lb. 3 oz. 4c Fed. tax. included.
33 N 6959E—Navy blue
33 N 6957E—Maroon
33 N 6958E—Forest green
33 N 6960E—Lt. blue
33 N 6961E—Pearl gray
33 N 6962E—Tan
33 N 6963E—Kelly green
33 N 6964E—Bright red
 Each \$2.95

C-E Small black pattern in sanforized cotton twill—maximum fabric shrinkage 1%. Vat-dyed washfast colors. Medium weight, soft and comfortable. 2-way sport collar; in-or-out bottom; rounded pocket flaps and cuffs. Gathered back and sleeves. Durable plastic buttons. Shpg. wt. 1 lb. *Please state size, above.*
[C] 33 N 630—Red and black
[D] 33 N 631—Yellow and black Each
[E] 33 N 632—Brown, black \$2.95

F-H Bakers Check in Sanforized cotton twill—maximum fabric shrinkage 1%. Vat-dyed washfast colors. Soft fabric, medium weight in a luxurious weave. Round tailored pocket flaps; cuffs. Sport collar; square bottom; gathered sleeve and back. Shipping weight 1 pound. *State size (above).*
[F] 33 N 642—Black on white
[G] 33 N 643—Maroon on gray Each
[H] 33 N 644—Black on gold \$2.95

J-L Woven black pattern in sanforized cotton gingham—maximum fabric shrinkage 1%. Handsome washfast colors. Perfect shirting fabric; crisp, lustrous, tightly woven, and long wearing. 2-way sport collar; square in or out bottom. Round tailored pocket flaps, cuffs. Shpg. wt. 14 oz. *State size (above).*
[J] 33 N 601—2-tone green
[K] 33 N 600—Red and gray Each
[L] 33 N 602—2-tone blue \$2.95

his most wonderful Christmas, ever

Shirts shown on opposite page \$3.95 Any 2 for \$7.80 individually Each boxed

Ladies! His neck size is stamped on the inside of the collar of his dress shirt. Sizes small (14-14½); med. (15-15½); large (16-16½); extra large (17-17½).

M-R Pin-point check in rayon and acetate. Luxuriously soft with good body, drapes and very durable. "Gauche" wide-spread collar; square bottom. Ocean pearl buttons. Pointed pocket flaps and cuffs. 2 button adjustable cuffs. 3% fabric shrinkage. Shpg. wt. 1 lb. 4 oz. Hand wash separate. *State size.*
[M] 33N575G—Wine red
[N] 33N576G—Brown
[P] 33N574G—Green
[R] 33N577G—Salmon red
 Each \$3.95 2 for \$7.80

T-X Cord ribbed fabric in rayon, acetate and cotton. Fabric combines strength, good drape in qualities with softness and long wear. Wide-spread "gauche" collar; square bottom. Rounded pocket flaps and cuffs. Genuine ocean pearl buttons. 3% fabric shrinkage. Hand wash separate. Shpg. wt. 1 lb. 4 oz. *Please state size, above.*
[T] 33N572G—Gold color
[V] 33N570G—Med. blue
[W] 33N571G—Green
[X] 33N573G—Red
 Each \$3.95 2 for \$7.80

Y-CC Solid colors in Acetate and Nylon crepe. Soft, lustrous with unusual durability due to nylon. Widespread "gauche" collar; square bottom. Pointed pocket flaps and cuffs. Ocean pearl buttons; 2-button adjustable cuffs. 2% fabric shrinkage. Shpg. wt. 1 lb. 2 oz. *State size.* Hand wash separate
[Y] 33N587G—Green
[BB] 33N586G—Wine red
Washable colors
[AA] 33N585G—White
[CC] 33N588G—Lt. blue
 Each \$3.95 2 for \$7.80



DD Lustrous acetate crepe in 4 colors and white. Each.....\$1.79

EE Cotton broadcloth in 4 light shades and white. Each.....\$1.97



Thrifty Acetates

DD He can wear acetate crepe the year around. Handsome solid colors. 2 pockets; round-tailored flaps. Sport collar; square in or out bottom. A luxuriously soft comfortable fabric. Maximum fabric shrinkage 3%. Hand washable. Shpg. wt. ea. 1 lb. *Sizes small (14-14½-in. neck); medium (15-15½); large (16-16½); extra large (17-17½). See Measuring, below, at left.*
33 N 691—White
33 N 692—Light blue
33 N 693—Light tan
33 N 694—Light green
33 N 695—Pearl gray
 Each \$1.79 2 for \$3.50

Cotton Broadcloths

EE Lustrous solid colors in crisp cotton broadcloth. Long-wearing fabric is mercerized. Colors are vat-dyed, washfast. Sport collar; square hemmed bottom. 2 pockets; durable plastic buttons. Long sleeves. Shpg. wt. ea. 1 lb. Sanforized—maximum fabric shrinkage 1%. *Sizes small (14-14½-in. neck); medium (15-15½); large (16-16½). See How to Measure, below, at left.*
33 N 732—White
33 N 733—Light tan
33 N 734—Light blue
33 N 735—Light green
33 N 736—Light gray
 Each \$1.97 2 for \$3.80

Assorted patterns . . . that's why the low price

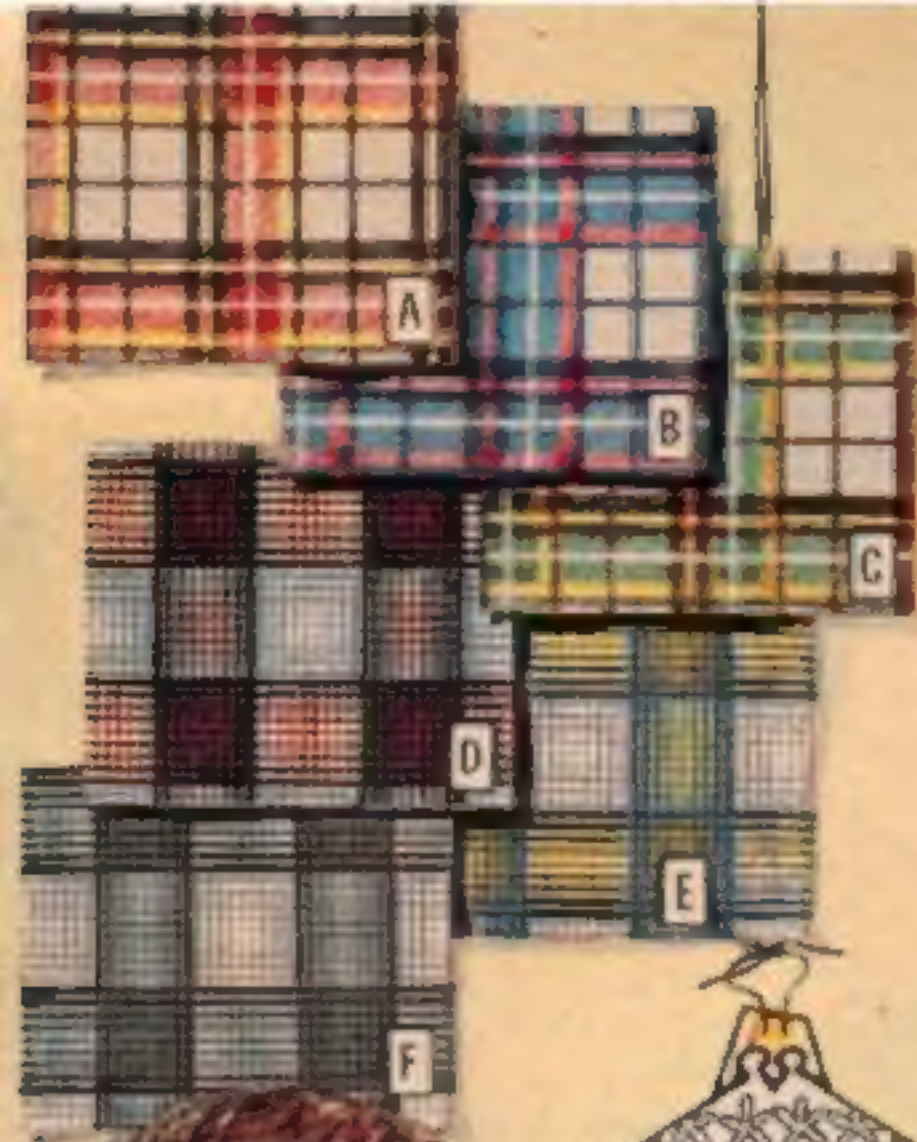
FF Expensive better cottons and rayons in broken pattern assortments, but in choice of his favorite colors. Handsome plaids and other patterns. All have long sleeves; 2-way sport collars; hemmed square bottoms; durable plastic buttons, and 2 pockets. Sanforized cottons—maximum fabric shrinkage 1%; vat-dyed, washfast colors. Rayons with 3% maximum fabric shrinkage; hand washable. Shpg. wt. 1 lb. *Sizes small (14-14½-in. neck); medium (15-15½); medium large (16-16½); large (17-17½).*
33 N 1981—Medium blue
33 N 1982—Tan and brown
33 N 1983—Medium green
 Each \$1.79 2 for \$3.50

You can do all your Christmas shopping from this catalog. You can do it in the comfort of your own home, unhurried and not bothered by crowds.

More Sport Shirts on following pages.

WIKEN PAGE 9. . SPORT SHIRTS

HOW TO MEASURE. Measure around neck with tape. Number of inches is size. If between sizes order next larger size.



YOUR CHOICE OF 9 SHIRTS \$2.29 Each

Felt-smooth Sueded Cotton, Sport Style

Field Prints. Handsome gifts and so low priced! Medium weight sueded cotton flannel, densely napped, and extra smooth. Plaid patterns show up brilliantly. Sanforized—maximum shrinkage 1%. Sport styled—2 way collar; square bottom. 2 pockets; double yoke; matching plastic buttons. Shipping weight each 11 ounces.

- [A-C] Washfast.** Flaps on pockets. Sizes small (14-14½-inch neck); medium (15-15½); medium large (16-16½); large (17-17½). Please state size.
[A] 33 N 1500G—Red Each \$2.29
[B] 33 N 1501G—Blue Any 2 for \$4.44
[C] 33 N 1502G—Green
[D-J] Washable separately. With plain pockets. Sizes small (14-14½-inch neck); medium (15-15½); large (16-16½). Please state size.
[D] 33 N 6490G—Red Each \$2.29
[E] 33 N 6491G—Gold color
[F] 33 N 6492G—Green
[G] 33 N 6493G—Red Each \$2.29
[H] 33 N 6494G—Gold color Any 2 for \$4.44
[J] 33 N 6495G—Green

10... SEARS, ROEBUCK AND CO. 38



[K-M] 55% wool; 45% rayon. Sport style... \$4.95



[X-BB] All wool. 2 styles... \$6.69



Extra large, extra long below 1951 Fall prices



[N-W] 100% wool heavyweight you can wash. Only 3% fabric shrinkage. Long shirttails. 1951 Christmas \$6.95. 1952 price, regular size... \$6.69



[CC-EE] 55% wool; 45% rayon. Sport tailored. Each \$4.95



Dress style has shirttails

Medium Heavy and Heavyweight Fabrics... Our Warmest!

[K-M] 55% pure wool; 45% rayon, check. \$4.95 Each
 Soft, lustrous, strong and warm. Sport collar; square bottom; adjustable 2-button cuffs. Hand wash. Shpg. wt. 1 lb. 10 oz. State neck size.
[K] 33 N 1680—Maroon and black
[L] 33 N 1679—Blue and brown
[M] 33 N 1678—Green and black Each \$4.95

[N-W] Heavyweight all wool Buffalo Plaids. \$6.69 Each
 Quilted rayon lined dress collar; shirttails. Full cut; strong seams. Wash separate. 3% fabric shrink. Shipping wt. 1 lb. 10 oz. Reg. sizes 14½, 15, 15½, 16, 16½, 17-in. neck.
[N] 33 N 1617—Red, black
[P] 33 N 1621—Blue plaid
[R] 33 N 1620—Red, black, white
[T] 33 N 1622—Green plaid
[V] 33 N 1619—Black, white
[W] 33 N 1618—Green, black
 Please state size.
 1951 Christmas \$6.95
 1952 price... \$6.69

Extra long body, sleeves
[N] 33 N 1624—State neck size 14½, 15, 15½, 16, 16½, 17-inches Red and black... \$6.98

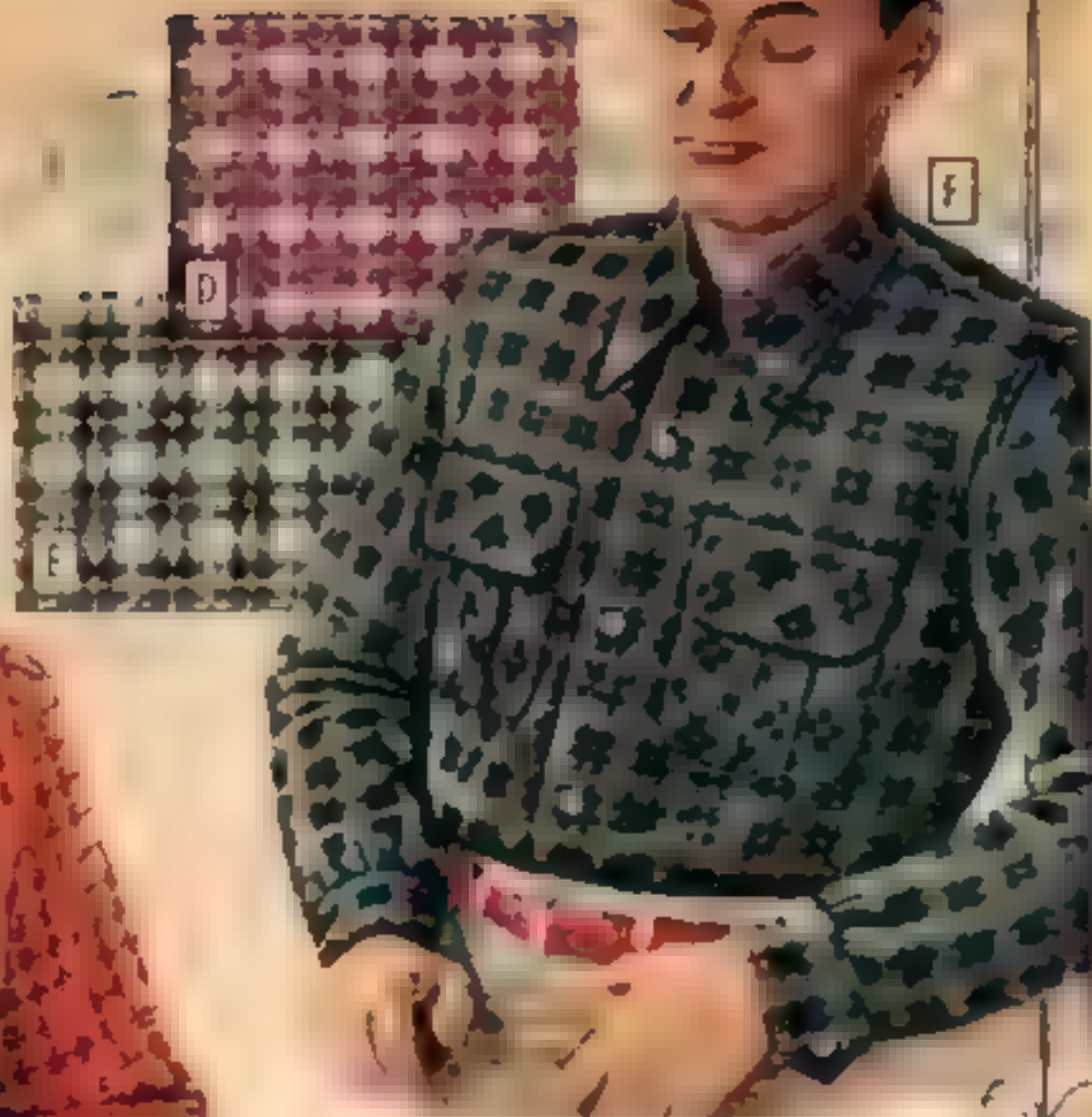
Extra large body, neck.
[N] 33 N 1614—State neck size 17½, 18, 18½, 19, 20 inches. Red and black... \$6.98

[X-BB] Solid color 100% wool. 2 styles—Sport or Dress tailored. Full rayon satin lined collar and yoke; Matching plastic buttons. Full, roomy cut; strongly seamed. Hand wash separate. Shpg. wt. 1 lb. 10 oz. See How to Measure, page opposite.
[X] 33 N 1676—Medium blue
[Y] 33 N 1674—Scarlet red
[AA] 33 N 1675—Pine green
[BB] 33 N 1677—Wine... \$6.69

Sport tailored with stitchless 2-way collar; square hemmed bottom; 2-button adjustable cuffs; dressy no-panel front. Sizes small (14-14½-inch neck); medium (15-15½); large (16-16½); extra large (17-17½). Please state size.
[X] 33 N 1676—Medium blue
[Y] 33 N 1671—Medium blue
[AA] 33 N 1672—Pine green
[BB] 33 N 1670—Wine... \$6.69

[CC-EE] Sport styled Plaids. 55% pure virgin wool; 45% soft lustrous rayon. \$4.95 Each
 2-way collar; square bottom; 2-button adjustable cuffs; no panel front. Shpg. wt. 1 lb. 10 oz. Sizes small (14-14½-in. neck); medium (15-15½); large (16-16½); extra large (17-17½). Hand wash. See Measuring page opposite.
[CC] 33 N 1609—Blue plaid
[DD] 33 N 1610—Red plaid
[EE] 33 N 1611—Yellow plaid
 State size... Each \$4.95

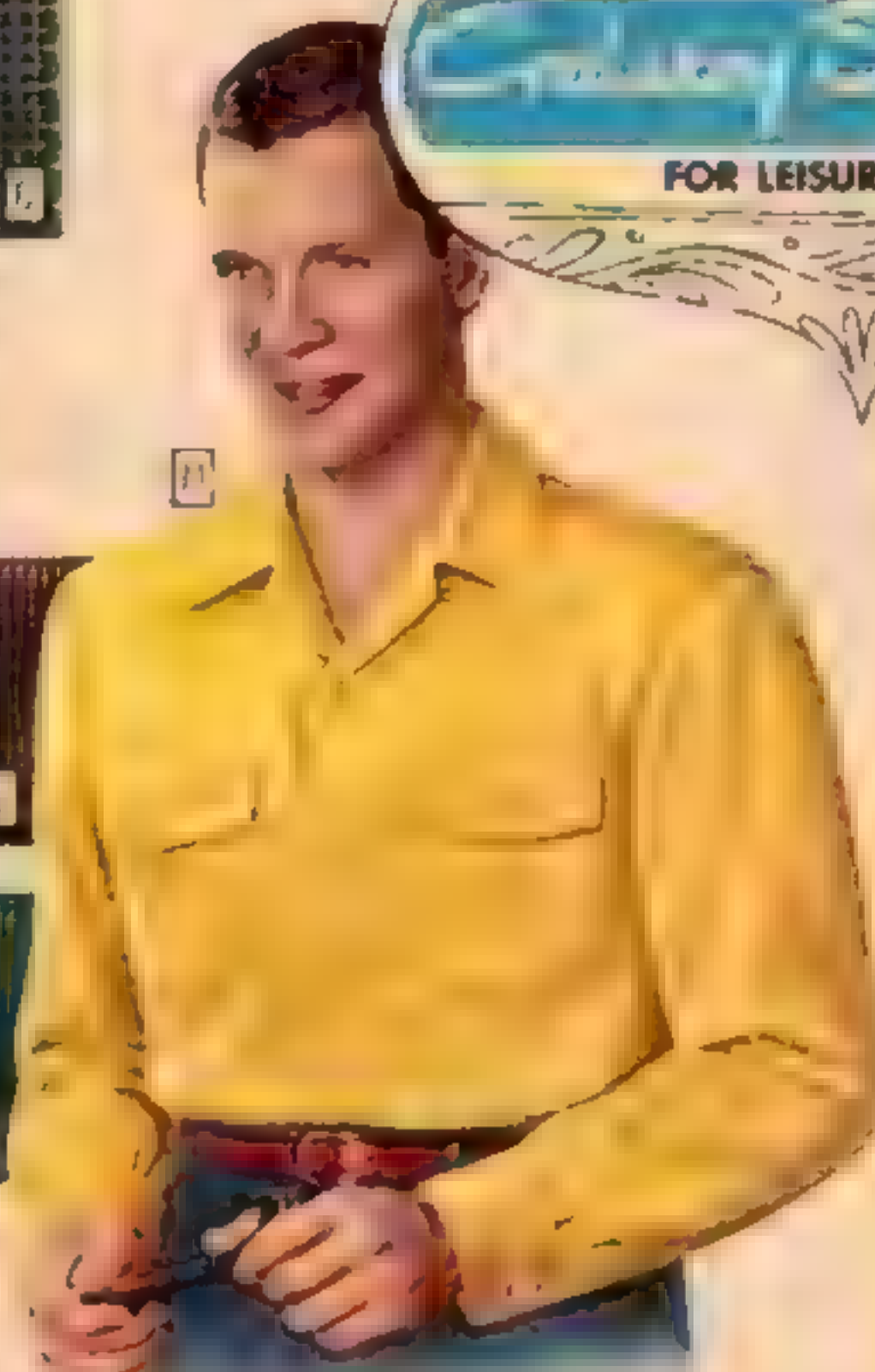
P-CC Button front style in wash-
fast corduroy. Have
full sport styling. Each..... **\$4.90**



D-F Scottish Plaids. Pointed cuff detail, bellows pockets. Same quality Christmas 1951 \$6.45
1952 price each **\$5.95**



A-C Smart new Tattersall print. Has all details of fine Pilgrim sport tailoring. Each..... **\$5.95**



G-N Neat Solid Colors. Have full sport styling. Christmas 1951 \$4.98... 1952 price each..... **\$3.98**

PILGRIM CORDUROY . . Rugged, good-looking

[A-C] Totterson Pattern . . . **\$5.95**
 new, and destined to be a favorite! Has 2-way sport collar each
 you wear casually open, or buttoned up for
 dress. Square in-or-out sport bottom. 2-button
 adjustable cuffs. Colors are hand washable
 separately. Sizes small (14-14½-in. neck),
 medium (15-15½); large (16-16½); extra-
 large (17-17½). Measuring at right below.
 Shpg. wt. 1 lb. 8 oz. *State size*
[A] 33 N 1430—Red
[B] 33 N 1431—Blue Each
[C] 33 N 1432—Green \$5.95

D-F Scottish Plaid Print . . . **\$5.95**
 "Roderick Dhu" pattern.
 Has the 2-way sport collar worn open for sport wear, closed for dress. Square in- or-out sport style bottom. Colors are hand washable separately. Size small (14 1/2-inch neck), medium (15-15 1/2); large (16-16 1/2), extra-large (17-17 1/2). Shipping weight each 1 lb 8 oz.
Slack size
D 33 N 1416—Maroon, gray
E 33 N 1417—Black, white
F 33 N 1415—Green, black
 Christmas 1952 \$5.45 1952 price \$5.95

[G]-[N] Solid Colors. 16-rib pinwale corduroy with 2-way sport collar, square in-or-out bottom. Yoke lined with Each smooth indecent pre-shrunk rayon (maximum fabric shrinkage 2%) for comfort. Hand wash separately. Size small (14-14½-in. neck); medium (15-15½), large (16-16½). Shpg. wt. 1 lb. 8 oz. **\$3.98**

[G] 33N1538-Scarlet	[M] 33N1539-Yellow
[H] 33N1537-Kelly green	[N] 33N1542-Dk green
J 33N1540-Maroon	<i>Please state size</i>
K 33N1541-Gray	<i>Christmas 1957 \$4.98</i>
L 33N1533-Cinnamon	1952 price \$3.98

All you need is his neck size, which can be found near the label in almost any of his sport or dress shirts. Or if you wish to measure, place tape around neck. Number of inches is correct size. If in between sizes, order the larger size.

Zipper front style with saug
Durene® knit cotton bottoms
Same quality Christmas 1951
\$5.98... 1952 price each **\$4.90**



NOW Vat-Dyed Washfast Colors

- Vat-dyed colors are washfast
- Choice of button or zipper styles
- Preshrunk, 2 to 3% fabric shrinkage

\$4.90 Each **Either Style**

[P-C] **Button Front Style.** Washfast. Have neat stitchless semi-wide-spread collar; 2 pockets with flaps. Matching ocean pearl buttons; 2-button adjustable cuffs. Yokes are lined with vat-dyed rayon satin lining for next-to-skin comfort. Square sport-style bottoms. We don't believe you can buy a finer corduroy shirt at anywhere near this low price! Sizes small (14-14½-in. neck); medium (15-15½); large (16-16½); extra-large (17-17½). How to Measure below (at left). Shipping weight 1 lb. 8 oz. *Please be sure to state size*

[P] 33N1578—Cinnamon (red-brown)	[X] 33N1571—Jasmine (yellow)
[R] 33N1573—Kelly (brt.) green	[Y] 33N1572—French (lt.) blue
[T] 33N1577—Flame (red)	[AA] 33N1570—Suede (tan)
[V] 33N1579—Gold color	[BB] 33N1574—Mist (lt.) green
[W] 33N1576—Special (dk.) green	[CC] 33N1575—Maroon
	Each,\$4.90

Zipper Style. Like shirt above, but has zipper front, knit Durene® cotton bottom. Shipping weight 1 lb. 8 oz. *State size (above)*

[P] 33N6456—Cinnamon (red-brown)	(Y) 33N6457—French (lt.) blue
(T) 33N6459—Flame (red)	[CC] 33N6455—Maroon
[W] 33N6456—Special (dk.) green	<i>Same quality Christmas 1951 \$5.98</i>
	1952 price.....\$4.90

* Reg. U.S. Pat. Off.

THE PAGE 11 - CORDUROY SHIRTS

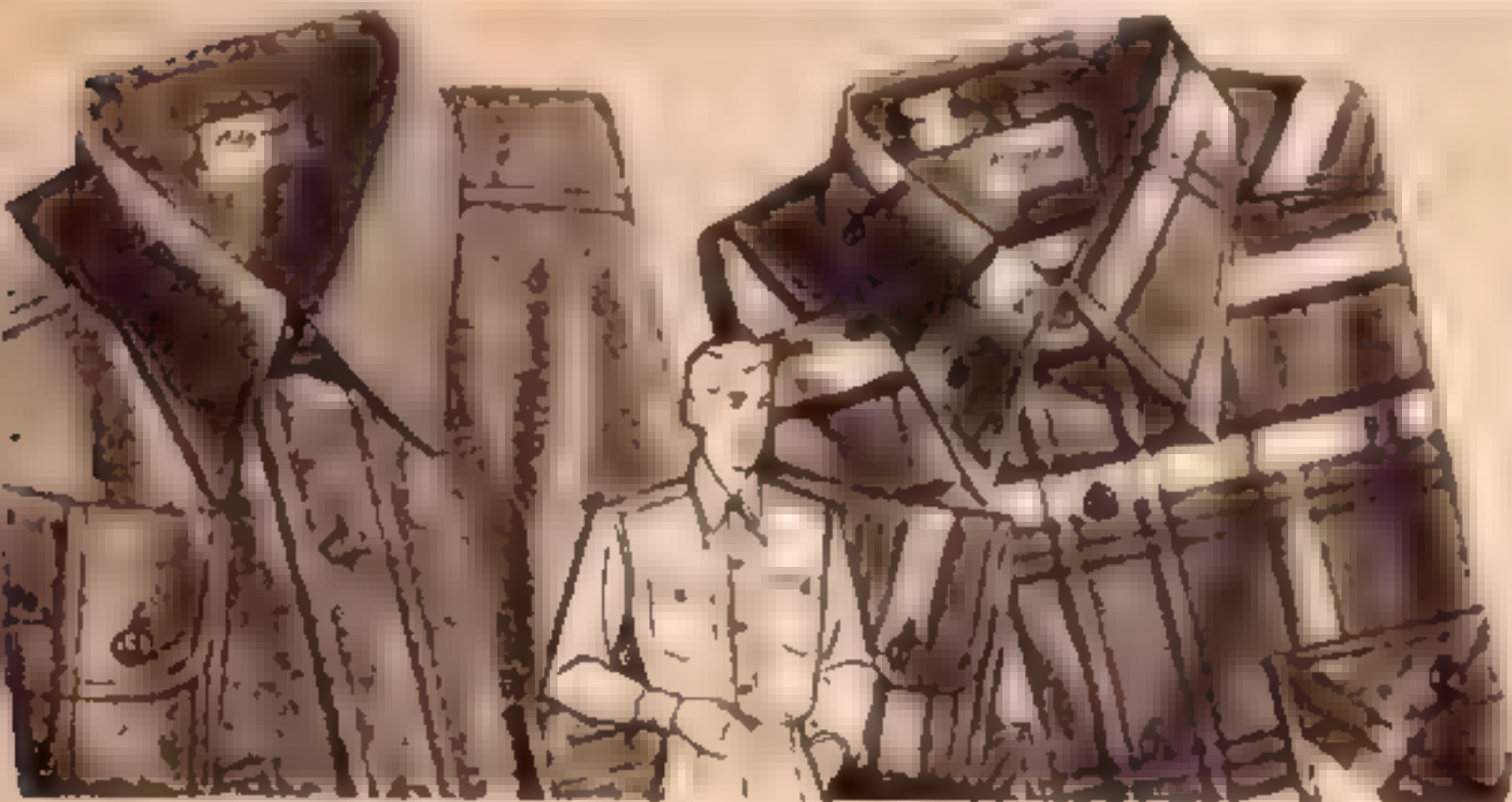


Sanforized Cotton Flannel SPORT SHIRTS

Sizes: small (14-14½-in. neck); med. (15-15½); large (16-16½); Measuring below

Broad Stripe Plaid. Medium heavy cotton flannel. 2-way collar, square bottom. Hand washable. Maximum fabric shrinkage 1%. Wt. ea. 11 oz. *State size (above)*
33N6484G—Red **33N6486G—Blue**
33N6485G—Brown Ea. \$1.98 2 for \$3.84

Narrow Stripe Plaid. Medium heavy cotton flannel. Full sport styling. Hand wash separately. Maximum fabric shrinkage 1%. Shipping wt. ea. 11 oz. *State size (above)*
33N6487G—Blue **33N6489G—Green**
33N6488G—Red Ea. \$1.98 2 for \$3.84



Cotton Flannel UTILITY SHIRTS

Sizes: 14½, 15, 15½, 16, 16½, 17-inch neck. See How to Measure below (right)

Medium Heavyweight, Solid Colors. Neckband style collar, long tails. 2 pockets. Double stitched main seams. Washable separately. Shpg. wt. each 1 lb. 8 oz. *State size (above)*
33 N 1464G—Gray Each \$1.69
33 N 1465G—Navy blue 3 for 5.00

Medium-weight Plaid. Utility styled with neckband collar, long tails. Hand washable. Shpg. wt. each 1 lb. 8 oz. *State size (above)*
33 N 1436G—Red Each \$1.69
33 N 1437G—Blue 3 for 5.00
33 N 1438G—Green

Sanforized Woven COTTON FLANNELS



Bold Stripe Plaid

\$1.98 **Utility Style Plaids.** Medium heavyweight cotton flannel. Each Sanforized—maximum fabric shrinkage 1%. Neckband collar, long tails. Hand washable separately. Sizes 14½, 15, 15½, 16, 16½, 17-inch neck. See Measuring Instructions at right (below). Shipping weight each 1 pound 2 ounces. *Please state size wanted*
33N6520G—Blue, red
33N6521G—Brown, green Each \$1.98
33N6522G—Red, blue 2 for 3.84

Narrow Stripe Plaid

\$1.98 **Utility Style Medium Heavyweight Cotton Flannel.** Have neckband style collar, long tuck-in shirt tails. Sanforized to remain fit—maximum fabric shrinkage 1%. Colors are hand washable separately. Sizes 14½, 15, 15½, 16, 16½, 17-inch neck Shpg. wt. each 1 lb. 2 oz. *State size*
33N6523G—Green, brown
33N6524G—Maroon, blue Each \$1.98
33N6525G—Blue, red 2 for 3.84

Pilgrim HEAVYWEIGHT COTTON FLANNELS

Pilgrim Quality . . . Sanforized

- Expert, careful Pilgrim tailoring evident in every detail of construction
- Smart herringbone patterns woven into warm, heavyweight flannel
- Sport styled with 2-button adjustable cuffs, two-way collars
- Pleated backs give "slack" for real freedom of action
- Have handsome, durable smoke gray plastic buttons



A 4-STAR Feature Gift

. . . which means you can give so much for so little!

Any 4-Star Feature Shirt shown at right **\$2.95** Each

[A-M] 4-Star Features. 2 pockets with flaps, square bottom. Washable; Sanforized—max. fabric shrinkage 1%. *State size* small (14-14½-in. neck); medium (15-15½); large (16-16½); extra-large (17-17½) Shipping weight each 1 lb

Buffalo Plaid	Overplaid Pattern	Multicolor
[A] 33 N 1506—Red	[D] 33 N 1581—Gray	[G] 33 N 1566—Blue
[B] 33 N 1507—Blue	[E] 33 N 1582—Green	[H] 33 N 1567—Green
[C] 33 N 1508—Brown	[F] 33 N 1583—Brown	[J] 33 N 1568—Brown
	[L] 33 N 1514—Black and white	Each
[K] 33 N 1513—Red and green	[M] 33 N 1515—Red and black	\$2.95

SUEDED COTTONS AND FLANNELS

Fine Pilgrim Tailoring . . . all Sanforized

SHIRTS DESCRIBED BELOW ARE ILLUSTRATED ON OPPOSITE PAGE

Sizes for shirts described below: 14½, 15, 15½, 16, 16½, 17-inch neck. See How to Measure below. Measure and be sure of good fit.

[N-R] Heavyweight Cotton Flannel. Warm fabric, napped on both sides. Each Bright multicolor pattern. Has neckband style collar, long tails, 2 pockets. Matching plastic buttons, double fabric shoulder yoke. Sanforized—maximum fabric shrinkage 1%. Colors hand washable separately. Shipping weight each 1 lb. 8 oz. *State size (above)*
[N] 33 N 6469—Blue plaid
[P] 33 N 6470—Green plaid
[R] 33 N 6471—Red plaid Each \$2.95

[T-X] Sueded Cotton. Solid color shirts in medium heavy fabric, closely napped on outside. Neckband collar, long tails, 2 pockets. Double fabric shoulder yoke. Sanforized—maximum fabric shrinkage 1%. Washable separately. Shpg. wt. each 14 oz. See How to Measure below *State size (above)*
[T] 33 N 1413—Maroon
[V] 33 N 1414—Dark green
[W] 33 N 1407—Scarlet
[X] 33 N 1406—Bright green Each \$2.95

[Y-BB] Heavyweight Cotton Flannel. Available in regular and "extra" sizes. Fine quality cotton flannel is napped on both sides. Has utility styling neckband collar, long tuck-in shirt tails, 2 pockets. Matching plastic buttons. Double fabric shoulder yoke. Sanforized—maximum fabric shrinkage 1%. Colors are washable separately. Shipping weight each 1 pound 8 ounces. *Regular sizes. State size (above)*
[Y] 33 N 6461—Blue plaid
[AA] 33 N 6462—Green plaid
[BB] 33 N 6460—Red plaid Each \$2.95

Extra Large Sizes 17½, 18, 18½, 19, 20-inch neck. Fuller proportioned throughout. Shpg. wt. each 2 lbs. Measuring below. *Please state size*
[Y] 33 N 1489—Blue plaid Each \$3.29
[BB] 33 N 1488—Red plaid

Extra Long Sizes for 6 footers! 14½, 15, 15½, 16, 16½, 17, 17½-in. neck. Longer proportioned throughout. Shpg. wt. each 2 lbs. *Please state size*
[Y] 33 N 1491—Blue plaid Each \$3.29
[BB] 33 N 1490—Red plaid

[CC-EE] Medium-heavy Cotton Flannel. Buffalo check pattern. Fabric is napped on both sides for added warmth. Utility style with neckband collar, long tuck-in shirt tails. Sanforized for permanent fit—maximum fabric shrinkage 1%. Colors washable separately. Shipping weight each 1 pound 2 ounces. *Please state size (above)*.
[CC] 33 N 1422G—Black and white
[DD] 33 N 1423G—Green and white
[EE] 33 N 1421G—Red and black Each \$2.29 2 for \$4.44

[FF-JJ] Sueded Cotton. Medium-heavy fabric densely napped. Each Houndstooth print Neckband collar, long tails. Sanforized, washable. Shpg. wt. each 14 oz. *State size (above)*
[FF] 33 N 1466G—Red, black Each \$2.29
[GG] 33 N 1467G—Green, black \$2.29
[HH] 33 N 1479G—Black, white 2 for \$4.44
[JJ] 33 N 1477G—Blue, black

[KK-MM] Extra-heavy Cotton Flannel.. Our Best! Double-napped woven plaid pattern. Utility styled. Sanforized—max. fabric shrinkage 1%. Wash separately Shpg. wt. ea. 1 lb. 10 oz. *State size (above)*
[KK] 33 N 6477—Red plaid Ea. \$3.49
[LL] 33 N 6475—Blue plaid 2 for \$6.70
[MM] 33 N 6476—Green plaid

IT'S EASY TO FIND HIS SIZE! All you need is his neck size, which can be found near the label (or on the tail) of almost any sport or dress shirt. Or if you wish to measure: Place tape around neck. Number of inches is size. If in between sizes, order the larger size.

Cotton Flannel Sport Shirts

4-STAR FEATURE

SANFORIZED

A-M 4-Star Feature cotton flannel. Heavyweight fabric, new way on horizontal pattern. Each \$2.95

ALL SHIRTS ON THIS PAGE ARE DESCRIBED ON OPPOSITE PAGE

T-X Medium heavy sueded cotton. Close napped. Ea \$2.95

Y-88 Heavyweight cotton flannel. Camo & color extra size extra. 14 1/2 size. 14 1/2 size each. \$2.95

N-R Heavyweight woven cotton flannel. Ea \$2.95

Cotton Flannel Sport Shirts

"DRESS" STYLE

CC-19 Men's cotton flannel. Christmas 1951. Ea 17 1/2 price each \$2.29

FF-J Men's Sueded cotton. 17 1/2 size 1951. Ea 17 1/2 price each \$2.29

KK-MM Extra-heavy cotton flannel. 17 1/2 size 1951. Ea 17 1/2 price each \$3.49



Also extra large sizes

ALL WOOL CLASSIC SWEATER COATS

S-p-r-i-n-g-y rib knit . . two warm weights

- Tough nylon sewn buttons, buttonholes
- Strong, no-sag pockets are bar-tacked
- Double fabric thickness at each elbow
- Sized full the way men like them
- Handsome rib knit gives freedom of action always regains its original shape
- 100% virgin wool worsted for good warmth, and long wear, ribbed cuffs
- Strong self fabric taped neck and shoulder seams. Hand wash separately

Medium weight 6-button coat.
Shpg. wt. 1 lb. 4 oz. *Sizes 36, 38, 40, 42, 44, 46-in. chest.*
33 N 2030—Brown heather *State size*
33 N 2031—Oxford gray
33 N 2032—Navy blue *Each \$4.98*

Heavyweight 6-button coat.
Shpg. wt. 1 lb. 8 oz. *Sizes 36, 38, 40, 42, 44, 46-in. chest.*
33 N 2039—Brown heather *State size*
33 N 2040—Oxford gray
33 N 2041—Navy blue *Each \$5.98*

Zipper front, medium weight
Shpg. wt. 1 lb. 4 oz. *Sizes 36, 38, 40, 42, 44, 46-in. chest.*
33 N 2033—Brown heather *State size*
33 N 2034—Oxford gray
33 N 2035—Navy blue *Each \$5.49*

Extra-large size 48, 50, 52-in. chest
Button coat, med weight
Wt. 1 lb. 7 oz. *State size*
33 N 2036—Brown heather *1951 Fall \$6.17*
33 N 2037—Oxford gray *1952 price*
33 N 2038—Navy blue *Each \$5.98*



100% Wool Interlock knits . . hold their shape

Coat sweater. All wool worsted for warmth and strength; interlock knit for dressy appearance. 2 box-pleated pockets; hemmed bottom; tape reinforced neck, shoulder seams. Shpg. wt. 1 lb. 3 oz. Wash separate. *Sizes 36, 38, 40, 42, 44, 46-in. chest. Please state size.*
33 N 2013—Silver gray
33 N 2012—Camel tan
33 N 2014—Maroon *Each \$5.95*

Improved Leisure Coat. 100% wool worsted and tightly twisted. Double-thick elbows; full length zipper closure. Neck-hugging short collar. Chest pocket; 2 waist pockets. Shpg. wt. 1 lb. 6 oz. Hand wash separate. *Sizes 36, 38, 40, 42, 44, 46-in. chest. See Measuring at right. Please state size.*
33 N 2016—Maroon *1951 Christmas*
33 N 2015—Silver gray *\$7.79 1952 price*
33 N 2017—Navy blue *Each \$6.95*

SWEATERS DESCRIBED BELOW, SHOWN ON OPPOSITE PAGE



PILGRIM YEAR 'ROUND

Sweaters

The wools cost you less this Fall than last
Luxurious and warm, ideal to play or relax in

100% wool solid color baby shaker knit

A Our Best . . is long fibered 100% Australian zephyr wool. Light in weight yet wonderfully warm and comfortable, known for extremely long wear. Springy worsted yarns yet luxuriously soft. Sturdy, reinforced neck and shoulder seams. Generously sized. For best results hand wash separately

Coat style. Knit-on rib cuffs and bottom; set-in pockets. Matching color buttons. *State size* 36, 38, 40, 42, 44, 46-in. chest. Shpg. wt. 1 lb. 3 oz.
33 N 2070—Camel tan
33 N 2072—Gray
33 N 2071—Medium blue
33 N 2075—Navy blue
33 N 2076—Maroon
(1951 Christmas \$9.80)
1952 price.. Each \$7.95

Long-sleeve pullover. Rib trim at neck, knit-on rib cuffs, bottom. *State size* 36, 38, 40, 42, 44, 46-in. chest. Shpg. wt. 1 lb.
33 N 2066—Maroon
33 N 2065—Navy blue
33 N 2060—Camel tan
33 N 2061—Medium blue
33 N 2067—Dark green
33 N 2063—Gray
(1951 Christmas \$6.38)
1952 price.. Each \$5.95

Sleeveless. Rib bottom; *State size* small (34-36 in. chest) medium (38-40), large (42-44). Shipping weight 12 oz.
33 N 2045—Camel tan
33 N 2046—Medium blue
33 N 2048—Gray
33 N 2051—Navy blue
33 N 2053—Dk. green
33 N 2052—Maroon
(1951 Christmas \$4.29)
1952 price.. Each \$3.95

B 100% wool worsted. 3-ply highly twisted yarns for body and greater strength. Lightweight yet wonderfully warm as only a sweater can be. Generously sized throughout. Tape reinforced neck and shoulder seams. Colors stay fresh and new looking. Hand wash separately

Coat style. Knit-on rib cuffs; hemmed bottom. Set-in pockets. *State size* 36, 38, 40, 42, 44, 46-in. chest. Wt. 1 lb. 4 oz.
33 N 2285—Royal blue
33 N 2284—Camel tan
33 N 2286—Maroon
33 N 2287—Gray
(1951 Christmas \$6.98)
1952 price.. Each \$5.95

Long-sleeve pullover. Rib cuffs, bottom. *State size* 36, 38, 40, 42, 44, 46-in. chest. Wt. 1 lb.
33 N 2289—Camel tan
33 N 2290—Royal blue
33 N 2291—Maroon
33 N 2292—Maroon
33 N 2293—Gray
(1951 Christmas \$4.98)
1952 price.. Each \$4.85

Sleeveless. Rib bottom; *State size* small (34-36 in. chest) medium (38-40), large (42-44). Wt. 12 oz.
33 N 2295—Camel tan
33 N 2296—Royal blue
33 N 2297—Maroon
33 N 2298—Maroon
33 N 2299—Gray
(1951 Christmas \$2.95)
1952 price.. Each \$2.85

Jerkins, handsome thrifty gifts

Shoulder freedom makes them perfect for sportswear, comfortable to relax in. Contrasting color front and back. Front is woven acetate and rayon, fully lined; back is handsome cotton knit. Shpg. wt. 12 oz. *Sizes small (34-36-in. chest); medium (38-40); large (42-44). Dry clean. State size.*

C Springy rib knit waist. Solid contrasting color front and back. Chest pocket has tab closing. Shpg. wt. 12 oz. *State size.*
33 N 2198—Navy blue
33 N 2197—Maroon
33 N 2199—Tan
Each \$2.79

D New houndstooth pattern fabric front. 2 set-in waist pockets. Neat, hemmed, waist. Shpg. wt. 12 oz.
33 N 2200—Blue
33 N 2201—Brown
State size.
Each \$2.95

E Free hemmed bottom. Solid contrasting color front and back. 2 waist pockets. Shpg. wt. 12 oz. *State size.*
33 N 2194—Tan
33 N 2195—Navy blue
33 N 2196—Gray
Each \$2.79

Cable Pattern 100% wool worsted

F 100% wool for warmth, worsted for good long wear, handsome cable pattern knit for smart good looks . . 4 styles including smart vest style. Tailored the way men like them for playing or relaxing. Warm, soft, lightweight as only a sweater can be. Rayon taped neck and shoulder seams. Hand wash separately.

2-pocket vest. Rib trim at armholes and bottom. *State size* small (34-36-in. chest); medium (38-40); large (42-44). Wt. 12 oz.
33 N 2152—Gray
33 N 2150—Camel tan
33 N 2153—Green
33 N 2172—Blue
(1951 Christmas \$5.98)
1952 price.. Each \$4.95

Long sleeve pullover. Rib knit bottom, cuffs. *State size* small (34-36 in. chest); medium (38-40); large (42-44). Wt. 1 lb.
33 N 2146—Camel tan
33 N 2148—Gray
33 N 2149—Green
33 N 2173—Blue
(1951 Christmas \$6.98)
1952 price.. Each \$5.95

Sleeveless pullover. Ribbed bottom. *State size* small (34-36-in. chest) medium (38-40), large (42-44). Wt. 12 oz.
33 N 2142—Camel tan
33 N 2144—Gray
33 N 2145—Green
33 N 2171—Blue
(1951 Christmas \$4.98)
1952 price.. Each \$3.95

Cable pattern 6-button coat. Knit-on rib bottom and cuffs. 2 waist pockets. *Sizes 36, 38, 40, 42, 44, 46-in. chest. Shpg. wt. 1 lb. 4 oz. Please state size.*
33 N 2155—Gray
33 N 2154—Camel tan
33 N 2156—Green
1951 Christmas \$8.98
1952 price.. Each \$6.95

Pilgrim 100% wool "Award" Coat, with letter

G Warm sweater coat of heavy weight all-wool worsted, in baby shaker knit. Sleeves have snug rib-knit cuffs. Bottom is hemmed. Generously sized, tailored the way men like them. Gold color press-on felt initial (all initials except X). Hand wash separately. *Sizes 36, 38, 40, 42, 44, 46-in. chest. State size, print initial (any except X).* Shipping weight 1 pound 8 ounces.

33 N 2024—Maroon
33 N 2021—Kelly green
33 N 2025—Gray
33 N 2023—Royal blue
33 N 2026—White
33 N 2022—Jockey red
Each \$7.95

Ladies: All you need is his chest size (it's the same as his suit size). If you want to measure, measure his chest over shirt, placing the tape well up under his arms and over his shoulder blades in back. Number of inches is size. If between sizes, order the next larger size

PILGRIM LUXURIOUS WARM
100% Wool Sweaters
BABY SHAKER KNITS

Our Best . . . 100% Australian Zephyr Wool . . . below 1951 Fall prices. Choice of three comfortable styles

Coat style	Long-sleeve Pullover	Sleeveless Pullover
	\$7.95	\$5.95
		\$3.95

100% wool worsted . . . 2-ply strong yarns . . . below 1951 Fall prices. Choice of three comfortable styles

Long-sleeve Pullover	Sleeveless Pullover	Coat style
\$4.85	\$2.85	\$5.95

SWEATERS SHOWN HERE DESCRIBED ON OPPOSITE PAGE

PILGRIM JERKINS, perfect to relax in, with shoulder freedom for active sports

C \$2.79
D \$2.95
E \$2.79

F 100% WOOL CABLE PATTERN
 All at less than 1951 Fall Prices

"WOOL AWARD" COAT
 Complete with felt initial

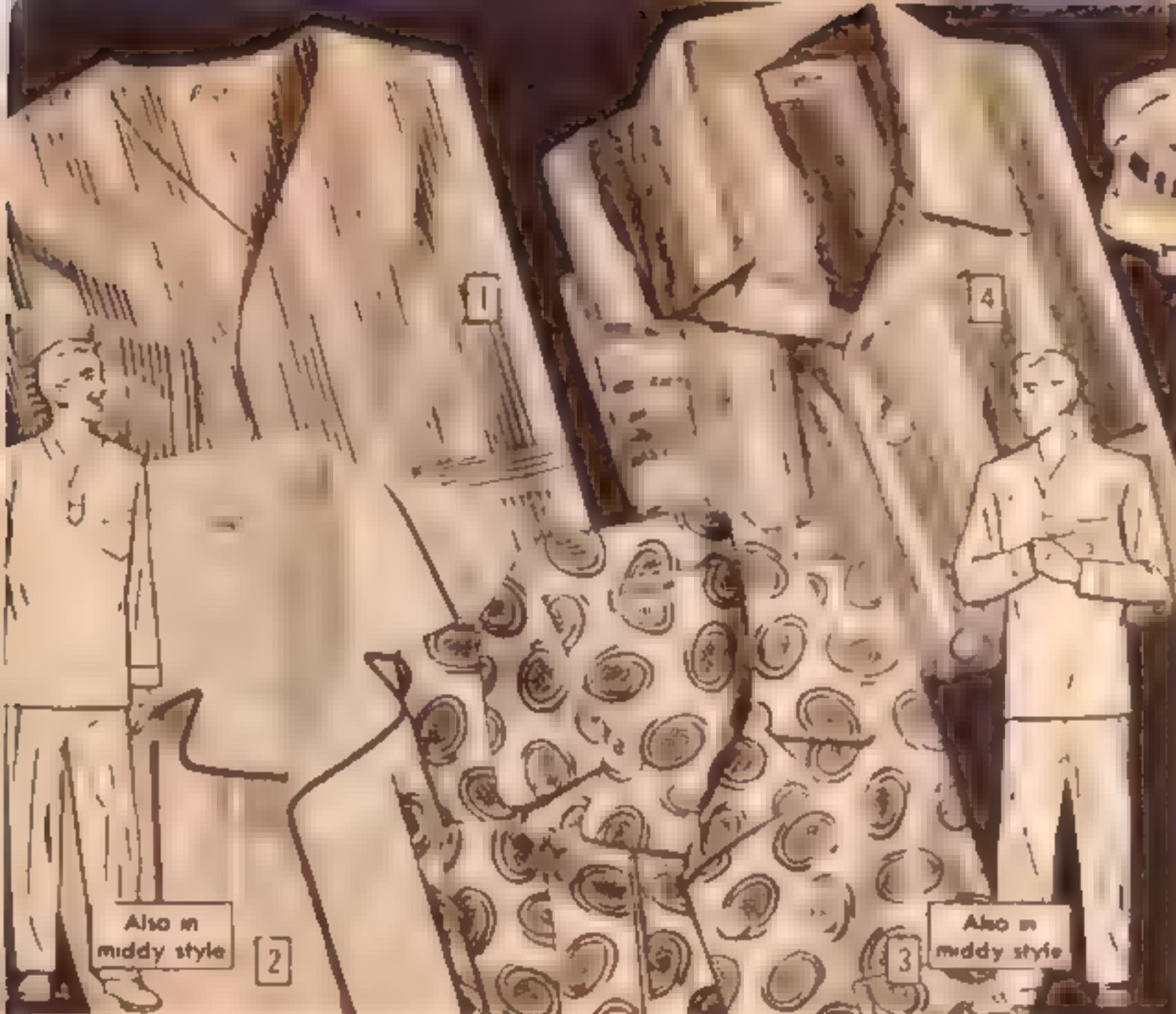
G

4 Comfortable styles including popular new vest

Vest style	Long-sleeve Pullover	Sleeveless Pullover	Coat style
\$4.95	\$5.95	\$3.95	\$6.95

Coat and choice of initial Es. \$7.95

Gifts for all on your list in this catalog SEPTEMBER 15 . . . SWEATERS



Pilgrim Pajamas

PAJAMAS DESCRIBED BELOW SHOWN ON OPPOSITE PAGE

ALL HAVE 3-WAY BETTER FIT

- Natural sloping shoulders—more comfortable than square cut
- Sleeves set in at natural angle—no bunching under arms
- Natural U-shaped crotch—more comfortable than V-shaped

Except (5) all have nylon reinforced crotch for added wear

Knit-top, Slack Suit

(5) Brand new, the style men are asking for. \$3.97
For lounging, sleeping. Suit
Shirt is flat knit of smooth combed cotton. Sport collar can be worn open or closed. Rib-knit cuffs. Pocket hemmed bottom. Slacks are styled like dress trousers. Handsome Glen plaid pattern in durable cotton broadcloth. Waist has "breathe-easy" elastic insert in back, adjustable tab front with 2 Gripper Fasteners. Dress trouser fly conceals 2 Gripper fasteners. Slacks Sanforized, washfast. Knit top hand washable separately. Shpg. wt. suit 1 lb. 2 oz.
Men's sizes A, B, C, D (see below).
33 N 1084G—Navy shirt; blue slacks
33 N 1085G—Maroon shirt; gray slacks
State size. Suit \$3.97 2 for \$7.78

New Lounger Pajamas

(6) For men who love to relax. Perfect for tele-viewing, lounging and being comfortable about the house. \$4.95
Sturdy long-wearing cotton broadcloth. Sanforized for permanent fit. New mandarin pattern top with contrasting color trim; solid color trousers. Fly tailored like dress trousers. Extra long coat has 2 waist pockets and fringed ash. Waistband has "breathe-easy" elastic inserts at sides, adjustable tie back, Gripper waist and fly closings. Sleeve and trouser cuffs. Nylon fabric reinforced crotch. Colors are washfast. Shpg. wt. suit 1 lb. 1 oz.
Men's sizes A, B, C, D (see below).
33 N 1121G—Red top, navy trousers
33 N 1120G—Blue top; navy trousers
State size. Suit \$4.95 2 for \$9.70

GOOD . . Sanforized Broadcloths, Flannelette

Sturdy cotton broadcloth pajamas. Look at the big values at this small price. \$2.95
• Smart patterns in washable colors . . maximum fabric shrinkage only 1%.
• Choice of notch collar coat style or middy coat (pullover style).
• 3-way better fit: (1) Natural sloping shoulders; (2) Sleeve set in at natural angle—no bunching under arms or across chest; (3) Natural U-shaped crotch—more comfortable than V-shape.
• Coat pocket; sleeve cuffs; durable plastic buttons. Careful workmanship. Strong seams.
• Drawstring can't pull out—securely stitched to back. Convenient Gripper fastener on fly.
Sizes A, B, C, D. Be sure of fit—See How to Measure at bottom of page.

(1) Notch stripe. Shipping weight suit 1 lb. 13 oz. Middy (pullover) style 33 N 906—Blue 33 N 907—Maroon Notch collar coat style 33 N 904—Blue 33 N 905—Maroon State size. Suit \$2.95	(2) Solid colors; piping. Wt. suit 1 lb. 13 oz. Notch collar coat style 33 N 900—Medium blue 33 N 901—Medium gray Middy (pullover) style 33 N 902—Medium blue 33 N 903—Medium gray State size. Suit \$2.95	(3) All-over Pattern. Shpg. weight suit 1 lb. 13 oz. Notch collar coat style 33 N 908—Blue 33 N 909—Maroon Middy (pullover) style 33 N 910—Blue 33 N 911—Maroon State size. Suit \$2.95
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(4) Cotton Flannelette, Medium heavyweight. 3-color stripe pattern woven through. \$2.95
3-way better fit: (1) Natural sloping shoulders; (2) Sleeve set in at natural angle—no bunching of material under arms or across chest; (3) Natural U-shaped crotch—more comfortable than V shape. Drawstring waist. Coat pocket; sleeve cuffs. Sanforized for permanent fit—maximum fabric shrinkage 1%. Washable. How to Measure below. Shpg. wt. suit 1 lb. 2 oz.
Men's sizes A, B, C, D. State size
33 N 1181—Notch collar coat style
33 N 1182—Middy (pullover suit) . . . \$2.95



OUR BETTER Broadcloth

Better, stronger cotton broadcloth. \$3.97
Nylon reinforced crotch. Elastic inserts tie in back. Gripper fastener waist and fly closings. 3-way better fit features (above). Sanforized; washfast. State size A, B, C, D. Shpg. wt. suit 15 oz.
Notch collar coat Middy (pullover)
33 N 1024G—Med blue 33 N 1027G—Med blue
33 N 1025G—Med. gray 33 N 1028G—Med gray
33 N 1026G—New tan. Suit \$3.97 2 for \$7.78

Satin stripe Acetate

New pattern in smooth, lustrous acetate. Handsomely tailored with lined collar and lapels; pointed sleeve cuffs. Elastic inserts at waist sides; Gripper fastener front and fly closing. 3-way Better Fit features above. Resists wrinkles. Hand wash. State men's size A, B, C, D (chart at right). \$4.95
33 N 1055G—Royal blue Shpg. wt. suit 14 oz.
33 N 1056G—Maroon Suit \$4.95 2 for \$9.70

OUR BETTER Cotton Broadcloth Pajamas

More comfortable, longer wearing than pajamas at left. All features above plus "Breathe easy" elastic inserts at sides, adjustable tie in back. \$3.97
Nylon fabric reinforced crotch for longer wear. Dress-trouser fly conceals 2 Gripper fasteners. Gripper fastener front closing. Sleeve and leg cuffs, plastic buttons. Sanforized for permanent fit. Maximum Fabric Shrinkage 1%. Washfast.
(7) New Snowflake Stripe pattern. Shpg. wt. suit 15 oz.
33 N 1077G—Blue—coat style
33 N 1078G—Gray—coat style
33 N 1079G—Blue—middy (pullover)
33 N 1080G—Gray—middy (pullover)
(8) New All-over pattern; piping. Shipping weight suit 15 ounces.
33 N 1082G—Blue—coat style
33 N 1083G—Green—coat style
State size A, B, C, D.
Suit \$3.97. Any 2 for \$7.78

OUR BEST . . Deluxe tailored Broadcloths

Smooth, extra closely woven cotton broadcloth, extremely durable. Comfortable waistband with "breathe-easy" elastic insert at back, adjustable tab front closing with 2 Gripper fasteners. Nylon fabric reinforced crotch. Dress-trouser tailored fly with extra flap that conceals 2 Gripper fasteners. Pointed sleeve cuffs; leg cuffs. Extra strong buttons. Sanforized. Washfast colors. Shipping weight suit 1 pound. \$4.95
(9) Solid colors; contrasting piping. 33 N 1116G—Blue—coat style 33 N 1117G—Gray—coat style State size A, B, C, D. (see below) . .
(10) Smoke Stripe. New this season 33 N 1118G—Blue—coat style 33 N 1119G—Maroon—coat style Suit \$4.95 Any 2 for \$9.70

Warm, Heavyweight Cotton Flannelettes

Neat bright patterns on crisp white backgrounds. All features at top of page plus: "breathe-easy" elastic section woven into back of drawstring. Sturdy Gripper fastener on fly. Sleeve, leg cuffs. Plastic buttons. Sanforized for permanent fit. Washfast. \$3.97
(11) New Multicolor All-over pattern. Shpg. wt. suit 1 lb. 3 oz.
33 N 1185G—Notch collar coat style
33 N 1186G—Middy (pullover) style
State size A, B, C, D. (see below)
(12) New Multicolor Stripe. Shipping weight suit 1 lb. 3 oz.
33 N 1183G—Notch collar coat
33 N 1184G—Middy (pullover)
. Suit \$3.97 Any 2 for \$7.78

New "Sport Slack" Cotton Broadcloth Pajamas

(13) If he's a born browser and stay-at-home, he'll love these. Sports-wear tailored for smart good looks. Pilgrim 3-way better fit for real lounging and sleeping comfort. Sanforized for permanent fit. \$4.95
Handsome plaid pattern shirt with 2 chest pockets. Sport collar can be worn open or closed; hemmed bottom can be worn in or out of slacks. Sleeve cuffs. Neat round-tooth check slacks, tailored just like dress trousers. Side seamed, extra flap on fly to conceal 2 Gripper Fasteners. Comfortable waistband has "breathe easy" elastic insert at back, and adjustable 2-Gripper Fastener tab front closing. Leg cuffs. Suit is washfast.
Men's sizes A, B, C, D. Shpg. wt. suit 1 lb. 1 oz. Please state size
33 N 1044G—Blue 33 N 1045G—Tan Suit \$4.95 2 for \$9.70

LADIES! All you need is his chest measurement! Place tape around chest, well up under arms, over shoulder blades in back. Number of inches is chest size. Then find pajama size in chart, below.

If chest measures	Order size	If chest measures	Order size
34 to 36 inches	A	42 to 44 inches	C
38 to 40 inches	B	46 to 48 inches	D

If between sizes, order next larger size.

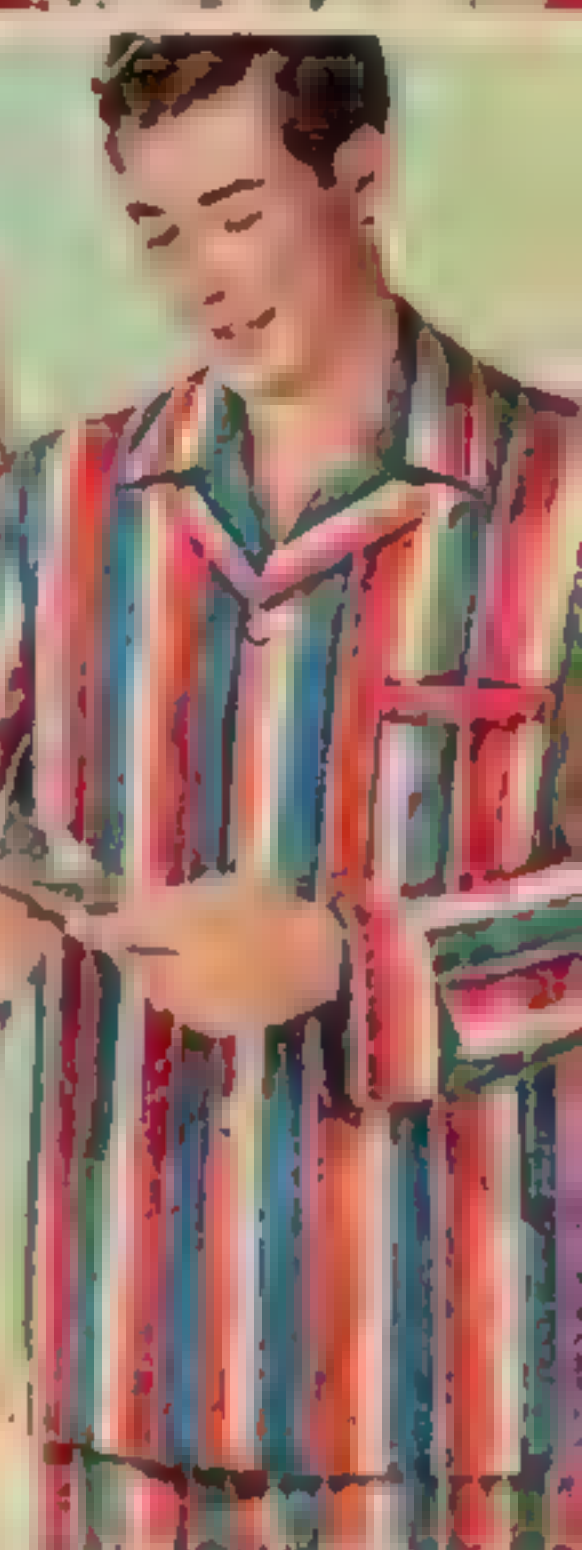
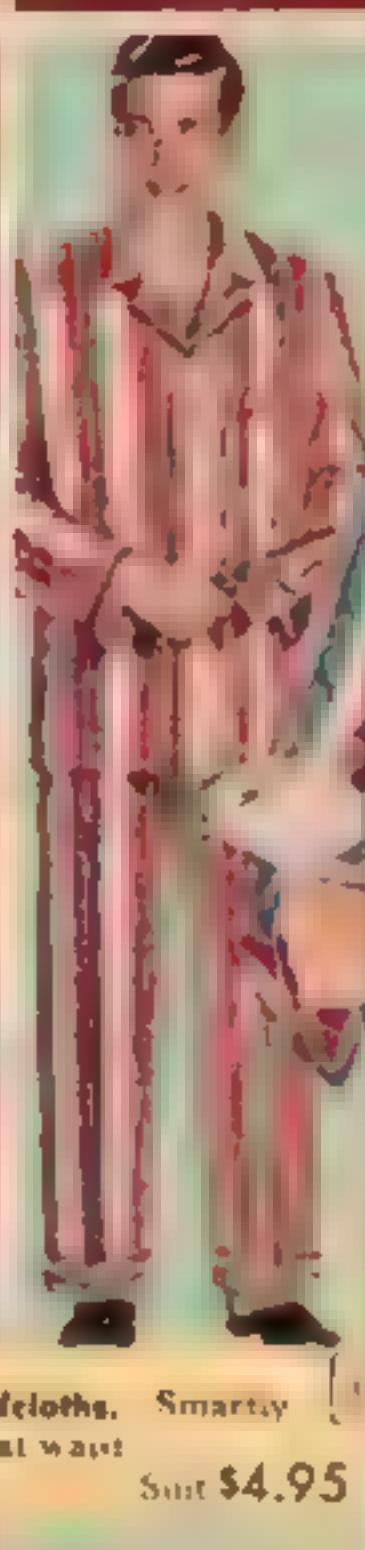
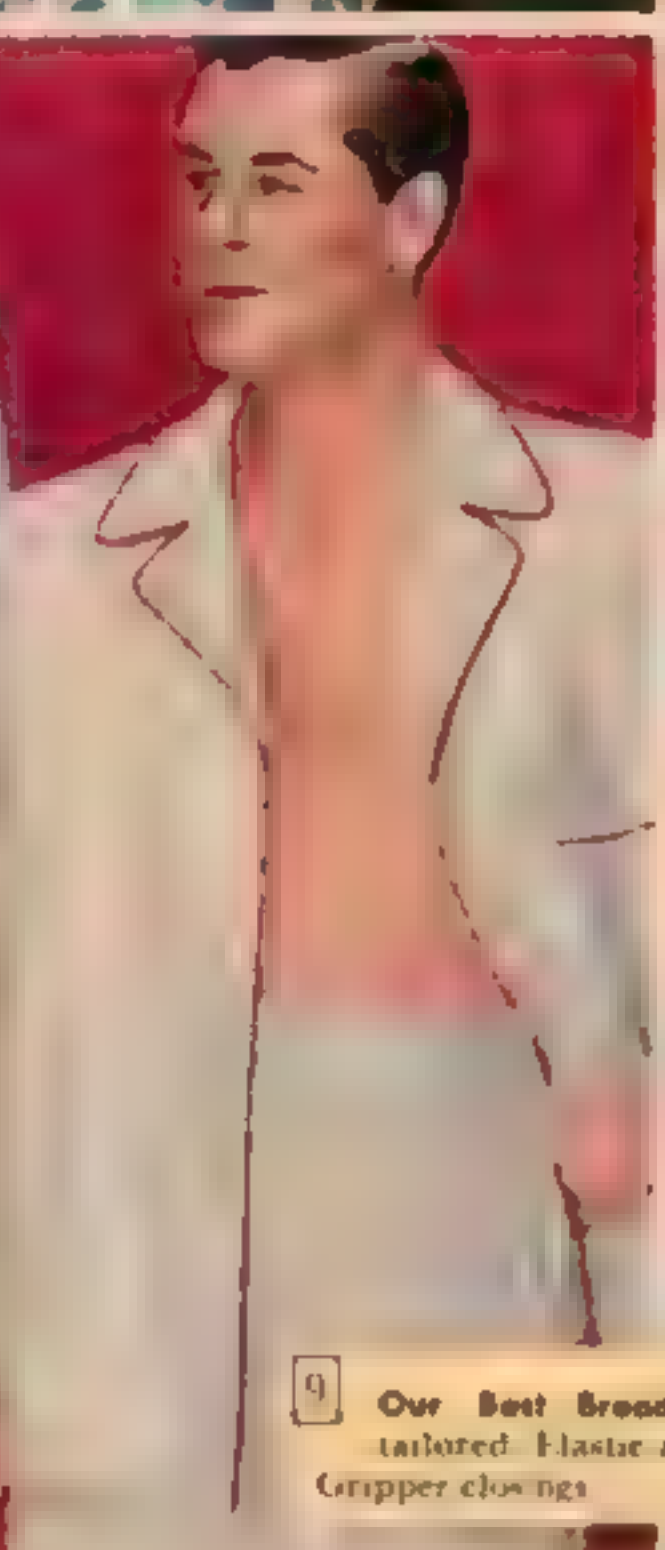
Pajamas on this page described on opposite page



New Kult-top
Slack
style \$3.97



Our Better Broadcloths. New patterns, elastic at waist. Gripper closings. Suit \$3.97



Broadcloth Lounger
Elastic at waist. Suit \$4.95

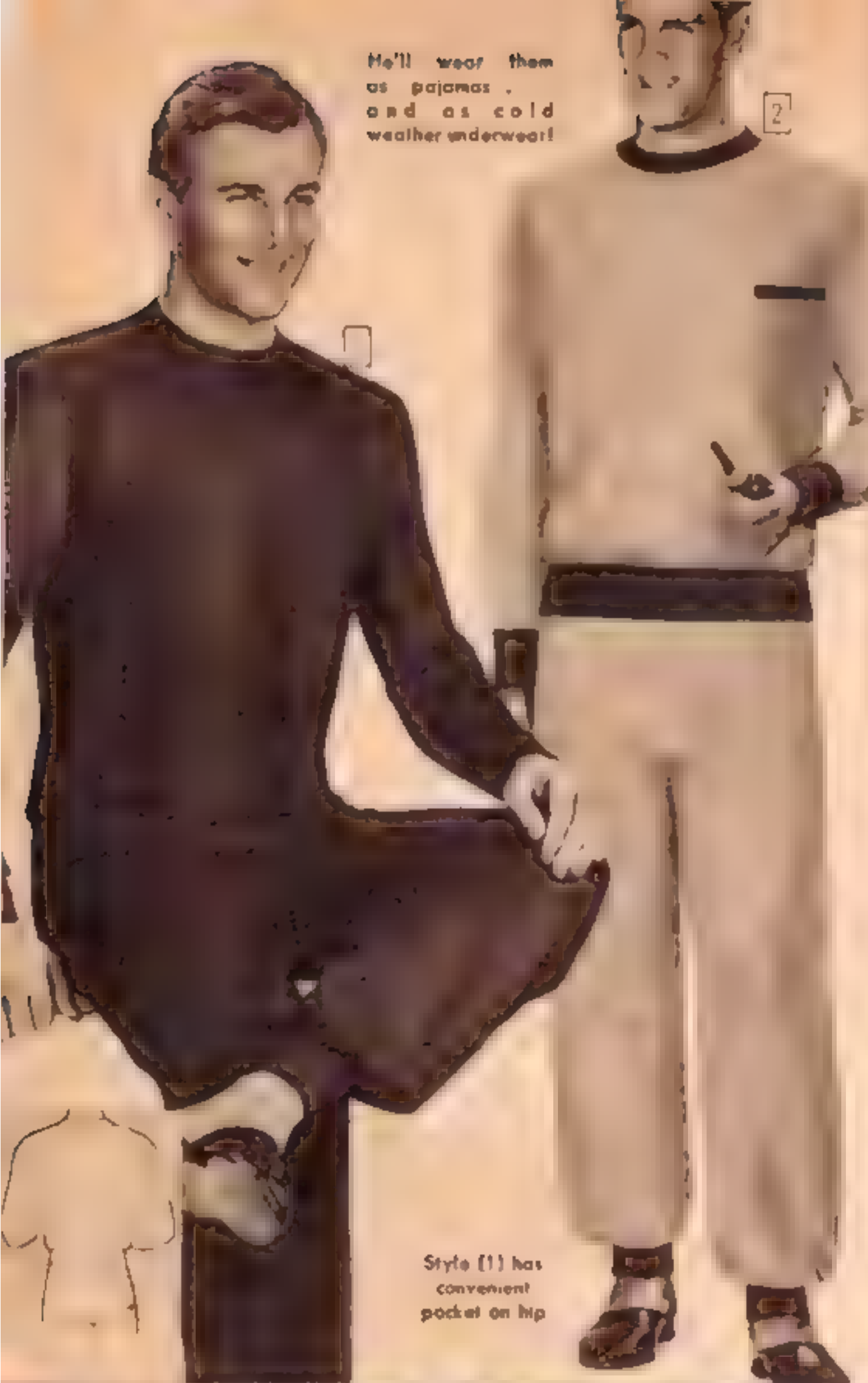
Our Best Broadcloths. Smartly tailored. Elastic at waist. Gripper closings. Suit \$4.95

Broadcloth Sport Slack Pajamas. Smartly tailored. Elastic at waist. Grippers. Suit \$4.95

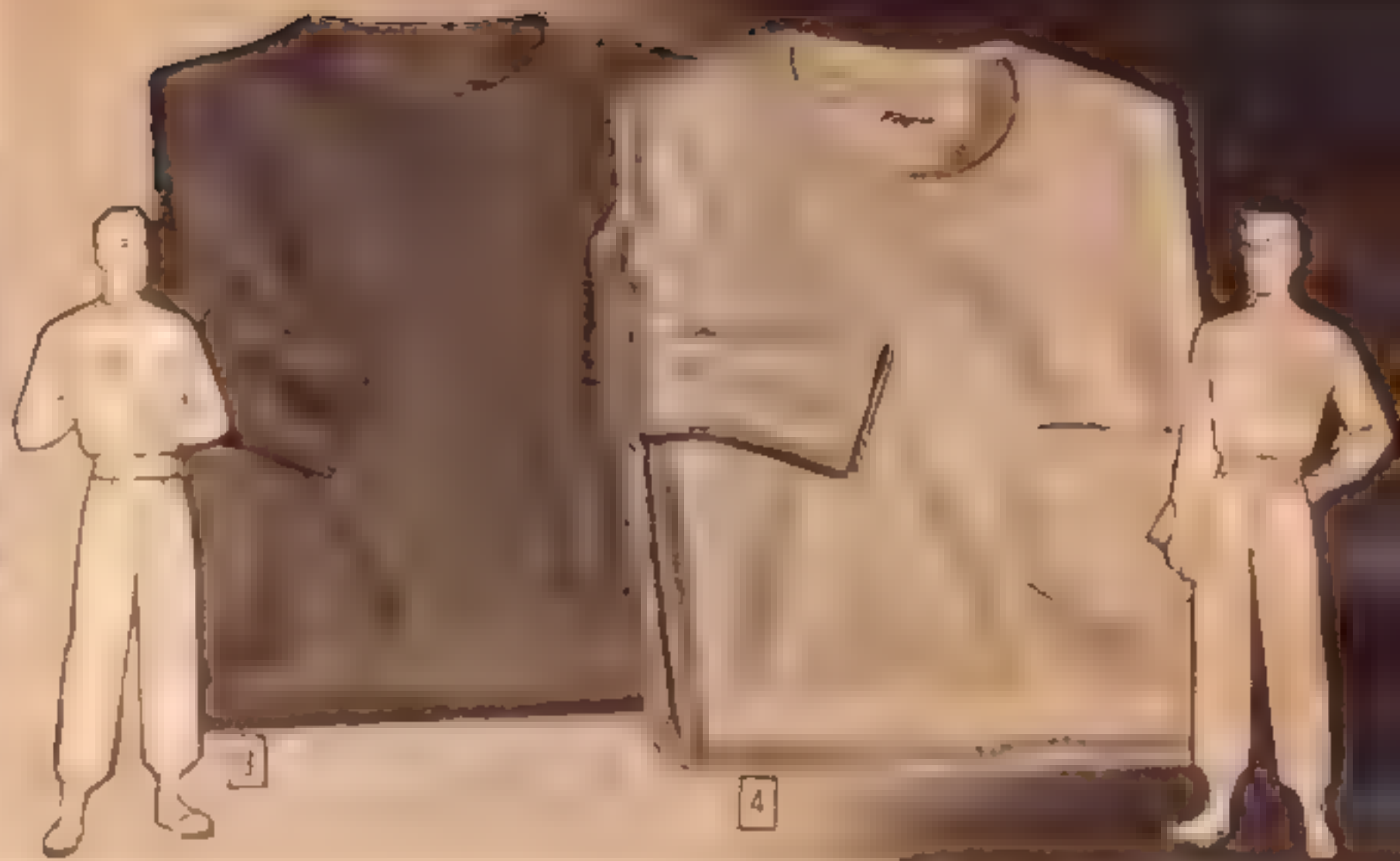


Heavyweight Flannel \$3.97

He'll wear them
as pajamas .
and as cold
weather underwear!



Style (1) has
convenient
pocket on hip



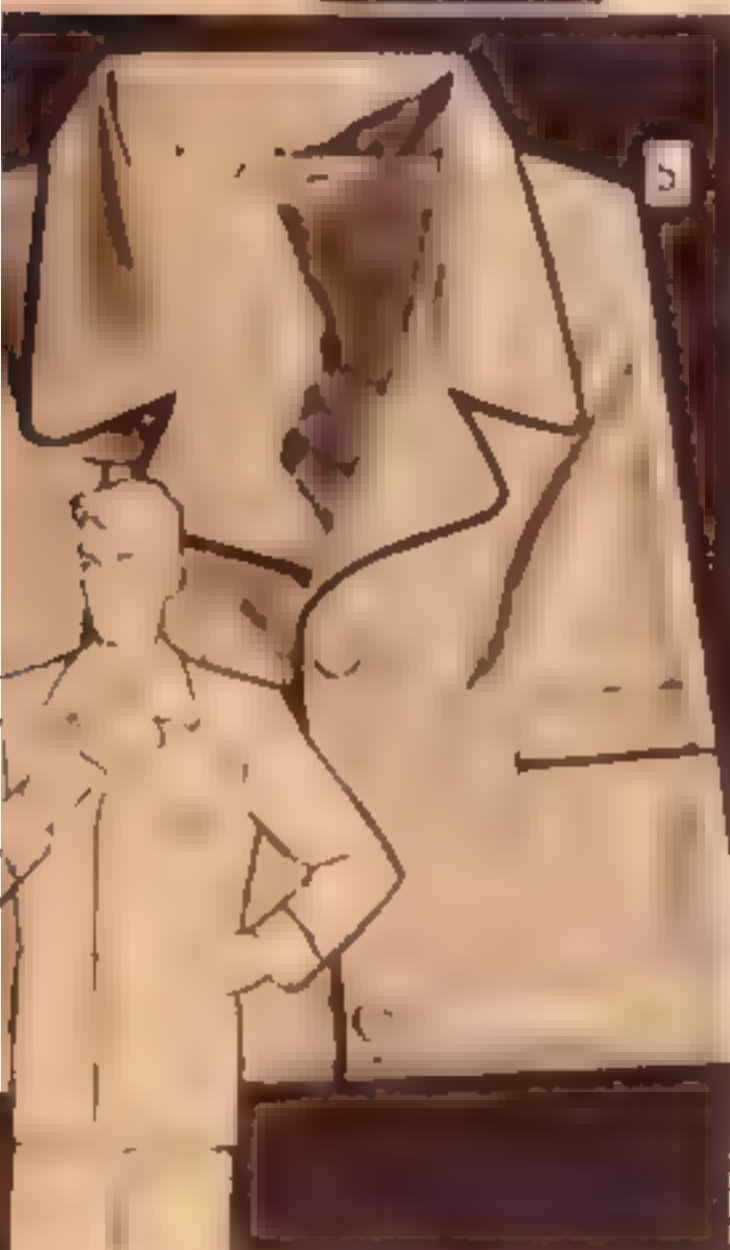
Pilgrim Knit Pajamas . . . Gifts of Warmth and Comfort

1) 2-tone Stripe Pattern. Heavy-weight combed cotton, rib knit. **\$3.97**
Suit
Double-thick cuffs, neck and shirt
waistband. Taped neck and shoulder seams.
Trousers waistband has hidden elastic. Button fly,
hip pocket. Processed for less-than-usual shrink-
age. Wash separately. Shpg. wt. suit 1 lb. 3 oz.
Men's sizes A, B, C, D. See Measuring below.
33 N 1177—Navy blue **State size**
33 N 1178—Maroon **Suit \$3.97 2 for \$7.78**

2) Solid Color Heavyweight Cotton **\$3.26**
Rib knit with contrasting trim. **Suit**
Same features as (1). Has soft,
brushed finish, chest pocket. Like all fine Pilgrim
knit pajamas, these can be used as cold weather
underwear. Wash separately—need no ironing!
Shpg. wt. suit 1 lb. 2 oz. Men's sizes A, B, C, D.
See How to Measure below. **Please state size**
33 N 1171—Medium blue
33 N 1172—Tan **Suit \$3.26 . . . 2 for \$6.36**

3) Bright, Men's Colors in Heavy-weight Cotton Rib Knit . . . He'll **\$3.26**
Suit
have fun wearing these! Double
thick collar, cuffs, shirt waistband. Trousers
waistband has hidden elastic. Button fly; chest
pocket. Wash separately; need no ironing. Pro-
cessed for low shrinkage. Men's sizes A, B, C, D.
See Measuring below. Shpg. wt. suit 1 lb. 2 oz.
33 N 1174—Fireman red **State size**
33 N 1173—Green **Suit \$3.26 . . . 2 for \$6.36**

4) Medium Heavyweight Flat Knit **\$2.75**
Cotton. Snug fitting double thick
rib knit neck, cuffs; hemmed waist. **Suit**
All around elastic trousers waistband. Chest
pocket. Washable separately. Needs no ironing!
Wear for cold weather underwear, too. Shipping
weight suit 15 ounces. Men's sizes A, B, C, D.
See How to Measure below. **Please state size**
33 N 1170—Maize (yellow)
33 N 1169—Med blue **Suit \$2.75, 2 for \$5.38**



NOW . . . an improved better fitting
Nightshirt . . . 4 sizes—not just 3



Special sizes for
tall men, big men

Acetate Pajamas

5) Nylon fabric crotch re- **\$3.97**
inforcement; elastic in- **1945 Fall**
serts at waist. Grippers at **\$3.59**
waist and fly. Hand wash- **1946 Spring**
able. Wt. suit 13 oz. **Suit**
33 N 1029—Blue **State size A B C, D**
33 N 1030—Gray **Suit \$3.59 2 for \$7.00**

Flannelette Nightshirts

6) Medium Heavy Cotton **\$2.58**
Flannelette, woven **Each**
stripes. Sanforized. Wash-
able. Sleeve cuffs, chest pocket. Men's
sizes A, B, C, D. Shpg. wt. ea. 14 oz.
33 N 1190—Blue **State size 2 for**
33 N 1191—Maroon **Ea. \$2.58, \$5.00**

HOW TO MEASURE PAJAMAS AND NIGHTSHIRTS. Place tape measure around
chest . . . up under arms, over shoulder blades. Find size in chart, below

If chest measures:	Order size:	If chest measures:	Order size:
34 to 36 inches	A	46 to 48 inches	D
38 to 40 inches	B	50 to 52 inches	E
42 to 44 inches	C	Be sure size you order is available	

"Extra" Sizes in Cotton Broadcloth, Flannelette

Extra Long Sizes. Sanforized. Nylon
reinforced crotch for longer
wear. Gripper fly fastener. Draw-
string has elastic section. Wash-
fast. **Extra long sizes B, C, D** **\$3.97**
Suit
Broadcloth

7) Broadcloth. Washfast. Shpg. wt. suit 1 lb.
8) Notch collar, coat style **State size**
33 N 992G—Blue blazer stripe
33 N 993G—Maroon blazer stripe
33 N 996G—Medium blue solid color **Suit**
33 N 997G—Medium gray solid color **\$3.97**
Muddy (pullover) style **2 for**
33 N 994G—Blue blazer stripe **\$7.78**

9) Flannelette. Multicolor stripes on white
background. Washfast. Wt. suit 1 lb. 12 oz.
33 N 1188—Muddy (pullover) **Suit**
33 N 1187—Coat style **\$4.19**
State size, above. 2 for \$8.20

Extra Large Stout Size. Not just
larger in body, but larger in neck
and shoulders, in arms and
calves, in thighs and trouser seat.
Sanforized—max. fabric shrink-
age 1%. Nylon reinforced crotch. Gripper
fly fastener. Drawstring has elastic section.
Size E (50-52-in. chest) **\$3.97**
Suit
Broadcloth

7) Cotton Broadcloth, notch collar, coat
style. Washfast. Shpg. wt. suit 1 lb.
33 N 995G—Blue blazer stripe
33 N 998G—Med. blue solid color **Suit**
33 N 999G—Med. gray solid color **\$3.97**
See How to Measure at left. **2 for 7.78**

9) Heavyweight Cotton Flannelette. Multi
color stripes, white background. Washfast.
Shipping wt. suit 1 pound 3 ounces.
33 N 1189—Coat style. **Suit \$4.19**
See How to Measure at left. **2 for \$8.20**

For the latest styles give these Pilgrim Long Sleeve Sport Shirts

Handsomely Gift Boxed



Each shirt
in a gift
box—ready
for your
Christmas
wrapping

NEW! Featherweight Flannel Soft, warmly napped Rayon and Acetate fabric blend

Warmth without weight achieved in this new fabric finish. Neat single line check. Medium widespread sport collar. Ocean pearl buttons. Point-of-view cut. **\$6.95 Each**

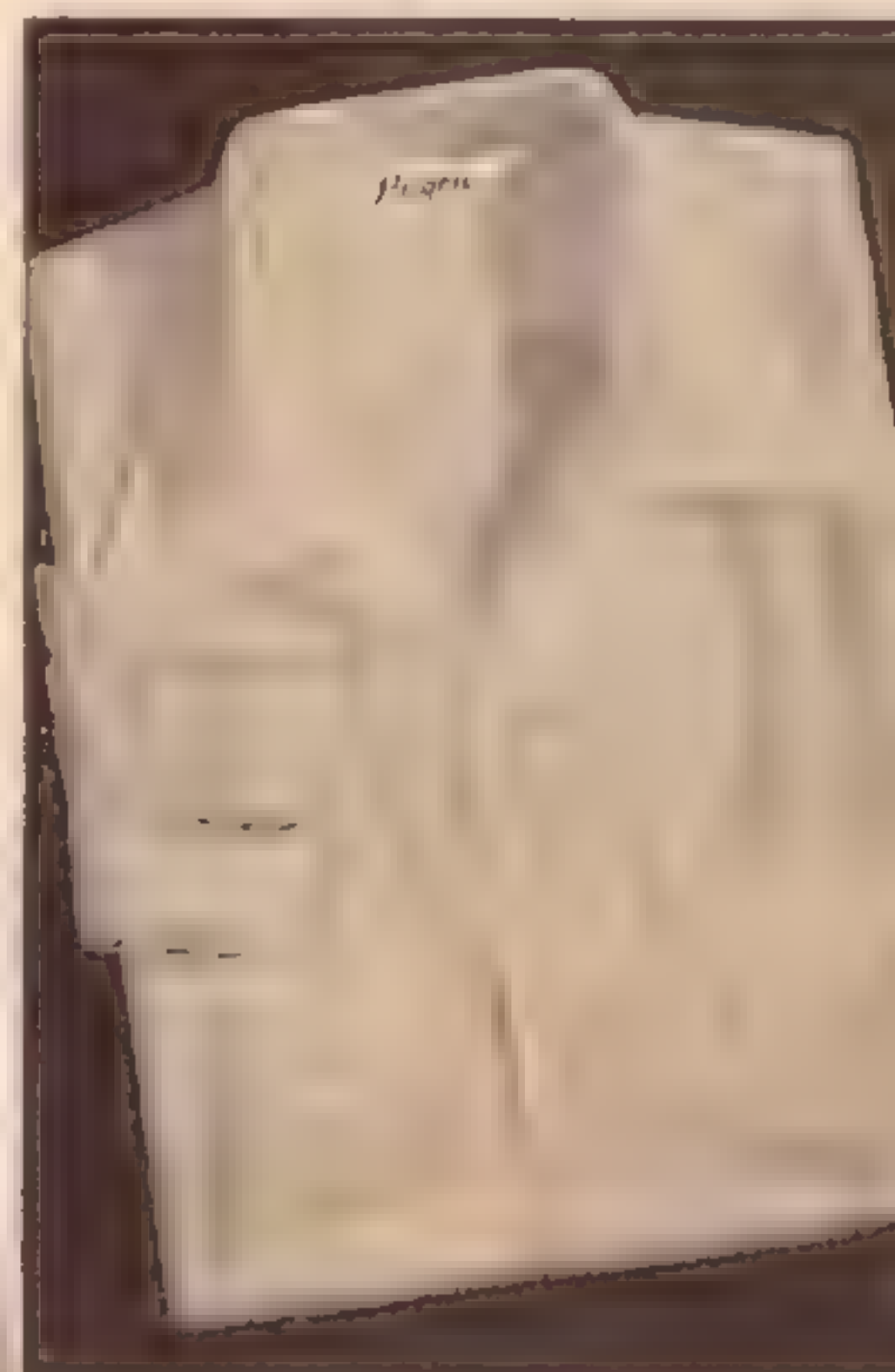
33 N 6950—White
33 N 6952—Red
33 N 6951—Brown **Each \$6.95**

Individually gift boxed

YOUR CHOICE DELUXE SHIRTS

\$4.95 **\$6.95**
Each Each

Individually Gift boxed



NYLON Crinkle Crepe Always looks cool, crisp and neat . . . needs no ironing

A shirt that looks fresh and unwrinkled even after several wearings. Washing's a dream—just rinse the dirt out. Never needs ironing. 100% duPont nylon in extra fine quality. Handsome sport collar (wear open or closed); in or out bottom. Two handsome California type pockets with smartly rounded flaps. Hand wash. **\$4.95 Each**
Sizes small (14-14½-in. neck); medium (15-15½); large (16-16½); extra large (17-17½); Shpg wt. ea. 14 oz. Maximum fabric shrinkage 1%. *State size.*
33 N 6945G—White
33 N 6947G—Gray
33 N 6949G—Wine red
33 N 6946G—Medium blue
33 N 6948G—Med. green **Each \$4.95 2 for \$9.70**
Individually Gift Boxed

HOW TO MEASURE FOR SPORT SHIRTS
Measure around neck with tape measure. Number of inches is correct size. If between sizes, order next larger size. If tape measure is not available use paper.

NEW! Popular Sheen Gabardine Made and styled in California . . Extra sturdy, medium heavy fabric

He'll like the smart good looks . . . the sturdy wrinkle-resistant rayon and acetate in handsome solid colors. Hand wash. Sport collar and round pocket flaps. Sport collar can be worn open or closed, wear bottom in or out. Rayon lined yoke. Ocean pearl buttons. Hand wash. Maximum fabric shrinkage 2 to 3%. Shipping weight each 1 pound 6 ounces. **\$6.95 Each**
Sizes small (14-14½-in. neck); medium (15-15½); large (16-16½); extra large (17-17½). *Please state size.*
33 N 6955—Maroon
33 N 6954—Gray
33 N 6956—Dark green **Each \$6.95**
Individually gift boxed

NEW! Miniature Suiting Check Popular pattern sensation in Rayon and Acetate blend

The newest, smartest patterns are suitings. Neat, tiny houndstooth check in the perfect fabric combination—rayon and acetate. Lustrous, fine draping, soft, yet durable, easy to launder. Medium widespread sport collar; in-or-out bottom. Ocean pearl buttons; 2 button adjustable cuffs. **\$6.95 Each**
Sizes small (14-14½-inch neck); medium (15-15½); large (16-16½); extra large (17-17½). *State size.*
1 lb 7 oz. Hand wash. Maximum fabric shrinkage 2 to 3%. *Please state size. See How to Measure for Sport Shirts.*
33 N 6973—Blue check
33 N 6975—Green check
33 N 6974—Tan check **Each \$6.95**
Individually Gift Boxed

There's no place like home to do your Christmas shopping . . . and, if you wish, order all your gifts on Sears Easy Terms

LKNNAMDG PAGE 19 . . SPORT SHIRTS

WishbookWeb.com

THE NEW FAVORITES
Gabardine Robes
... SO NEATLY TAILORED

Christmas 1951 \$8.70
1952 price
\$7.97
Reg. sizes

Also extra-large, extra-long sizes

\$7.97 Reg. Sizes

Some Priced Below Christmas 1951 Levels!

50% Rayon, 50% Acetate. A gabardine blended for warmth without weight! Robes have luxurious double-thick front facings and collar, wide sleeve cuffs 3 big patch pockets for convenience. Sashes are anchored with zipper fastener... can't slip. Button tab inside facing keeps robe closed when wearer is seated. For best results, dry clean. 3 styles. (1) is boxed, ready for wrapping. Regular sizes small (36-38-in. chest); medium (40-42); large (44-46).

A Solid Colors, Contrasting Piping. Regular sizes. Measuring on facing page. Shpg. wt. 2 lbs. 8 oz.
33 N 1215—Maroon *State size (above)*
33 N 1216—Dark blue (Christmas '51)
33 N 1217—Dark green \$8.70
1952 price each.....\$7.97

Extra-Large. New! Same as robe above only specially proportioned throughout. 48-50-inch chest. Measuring on facing page. Shpg. wt. 2 lbs. 9 oz.
33 N 1227—Maroon
33 N 1228—Dark blue Each \$8.97

Extra-Long. New! Like robe (A) only specially proportioned throughout 40-42-inch chest. Measuring on facing page. Shipping weight 2 lbs. 9 oz.
33 N 1220—Maroon
33 N 1221—Dark blue Each \$8.97

B NEW Solid Color with Harmonizing Rayon Field Trim. Regular sizes, have all the comfort and convenience features above. Shpg. wt. 2 lbs. 8 oz. Measuring on facing page
33 N 1224—Maroon *State size (above)*
33 N 1225—Dark blue Each \$7.97

C Solid Colors with Rayon Polka Dot Trim. Regular sizes. Shpg. wt. 2 lbs. 8 oz. *Please state size (above)*
33 N 1218—Maroon (Christmas 1951)
33 N 1219—Dark blue \$8.70
1952 price each.....\$7.97

Extra Long. New! Like robe (C) only specially proportioned throughout 40-42-inch chest. Measuring on facing page. Shipping wt. 2 lbs. 9 oz.
33 N 1222—Maroon
33 N 1223—Dark blue Each \$8.97

\$10.97 Reg. sizes
\$12.25 Extra Long

He'll be even Handsomer

100% Wool, Solid Colors

D Medium Weight Flannel with New Cord Trim. Shawl collar, 3 pockets. Snap-on hidden buttons. (Gift boxed. Dry clean. *Heavier* sizes small (36-38-in. chest), medium (40-42); large (44-46). Measuring on facing page. Shpg. wt. 2 lbs. 10 oz.
33 N 1207—Maroon *Please state size*
33 N 1208—Navy (dark) blue Each \$10.97
Extra Long. (40-42-in. chest). Wt. 2 lbs. 13 oz.
33 N 1209—Maroon (Christmas '51 \$12.25)
33 N 1210—Navy blue 1952 price ca. \$11.70

All-wool, 2-way Collar

E Medium Weight, Solid Colors. Has hotel style collar you can button up high! Collar has shape retaining lining. Double-stick front facing. Wide sleeve cuffs, 3 patch pockets. Non-slip snap-on sash has fringe. Button tab inside facing. (Gift boxed. *Sizes* small (36-38-in. chest); medium (40-42); large (44-46). Dry clean. Shipping weight 2 lbs. 11 oz. *Please state size*
33 N 1211—Maroon (Christmas 1951 \$12.00)
33 N 1212—Navy blue 1952 price ca. \$12.25

\$9.97

\$4.97

Absorbent Cotton Terry

Warm, Comfortable. Shawl collar, double-thick front facing. Cuffs, 3 patch pockets. Sash. Washable. *Sizes* small (36-38-in. chest), medium (40-42); large (44-46)
F Solid Color Terry. Good quality. Shpg. wt. 2 lbs. 5 oz. *State size (above)*
33 N 1245—White
33 N 1246—Maize (lt. yellow) Each \$8.97
G Woven-Stripe Terry. Better, closer weave. Shpg. wt. 2 lbs. 5 oz. *State size (above)*
33 N 1239—Maroon
33 N 1240—B. Each.....\$9.97

Cotton Crinkle Crepe

H-I New! Crisp, Easy-to-care-for Fabric has needs no ironing. Double-stick shawl collar. Front facing. Sleeve cuffs. 3 patch pockets. Sash. Washable. *Sizes* small (36-38-in. chest), medium (40-42); large (44-46). Shipping weight 1 lb. 4 oz.
J Smart Ripple Design. *State size.*
33 N 1258—Red
33 N 1259—Navy (dark) blue
33 N 1256—Red, green
33 N 1257—Blue, yellow
Each \$4.97



in a Pilgrim Robe

Heavyweight Beacons

A Warm as a blanket. Cotton; Ombre (shaded) pattern. Used trim. Double-thick shawl collar, front facing. Cuffs, 3 pockets. Cord sash. Regular sizes small (36-38-in. chest), medium (40-42-in. chest), large (44-46-in. chest). Shpg. wt. 2 lbs. 4 oz. 33 N 1200—Maroon. Please state size. 33 N 1201—Blue. Each... \$7.97. Extra large. Same as robe above, only larger proportioned, 48-50-in. chest. Wt. 2 lbs. 5 oz. 33 N 1202—Maroon. 33 N 1203—Blue. Each... \$8.97.

Handsome Plaid Beacons

B Heavyweight Beacon Cotton Blanket Cloth. One of the warmest robe fabrics. Best Plaid pattern is new this season. Plaid robe has a warm, cozy feel. Double-thick shawl collar, front facing. Cuffs, 3 pockets. Smooth and sturdy. Seams tape for added strength. Sizes small (36-38-in. chest), medium (40-42-in. chest), large (44-46-in. chest). Shpg. wt. 2 lbs. 4 oz. State size. 33 N 1204—Maroon. 33 N 1206—Brown. 33 N 1205—Blue. Each... \$7.97.

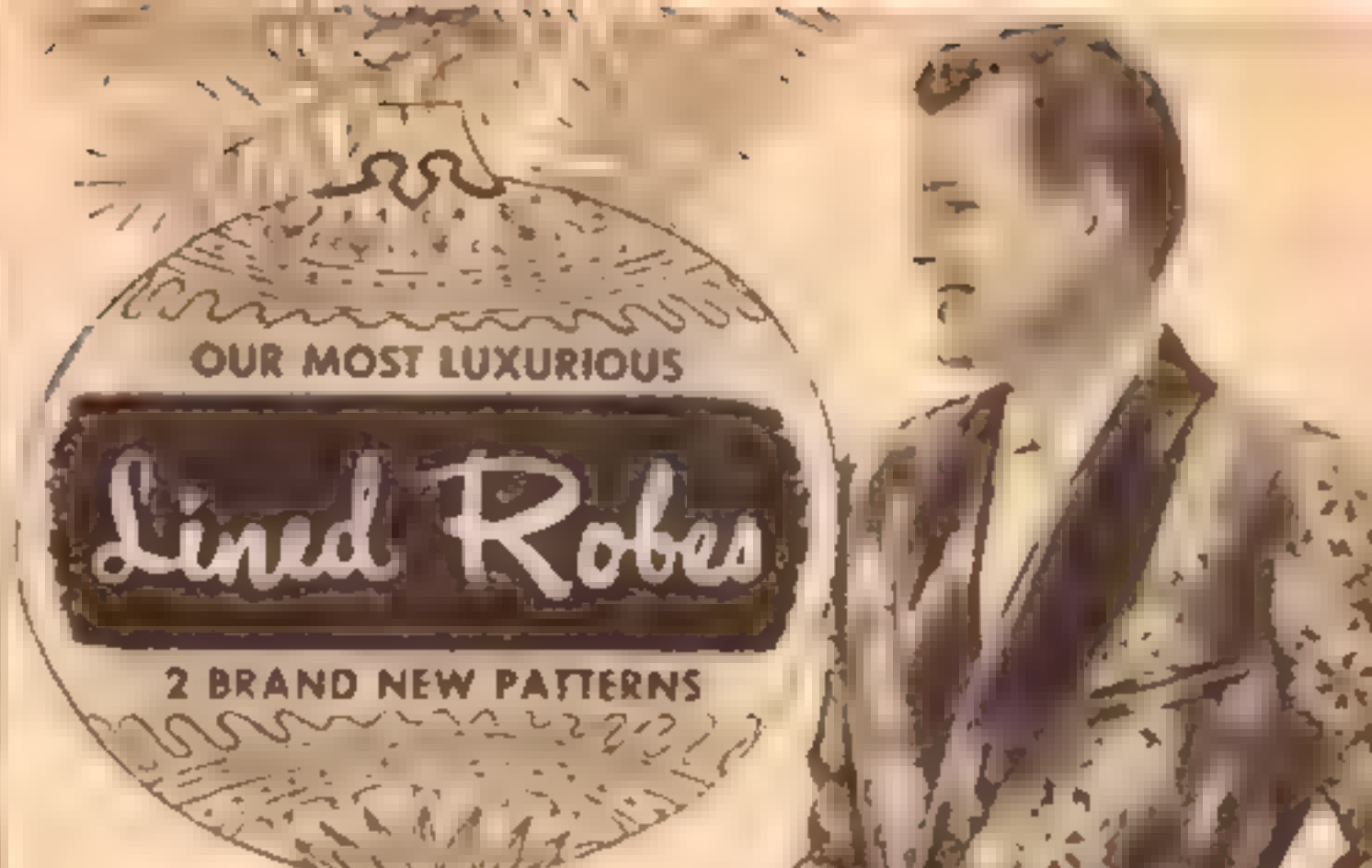


Lightweight Acetates*

C Silk-like Acetate. Shape resistant. Shawl collar, cuffs, sash. 3 patch pockets. Non-slip, snap-on sash. Button tab in facing. Handy storage bag. Gift boxed. Dry clean. Sizes small (36-38-in. chest), medium (40-42-in. chest), large (44-46-in. chest). Shpg. wt. 1 lb. 1 oz. State size. 33 N 1243—Maroon. 33 N 1241—Navy blue. 33 N 1244—Navy blue. (Christmas 1951 \$7.97) 1952 price... \$6.97. * formerly called acetate rayon.

Satin Trimmed Robes

D Luxurious Rayon, Woven-through Designs. Acetate® sat in trim. Shawl collar style with 3 patch pockets. Seve cuffs, non-slip snap-on sash. Button tab in facing. Cord sash lined to hold shape. Double-thick front facing. Gift boxed. Dry clean. Sizes small (36-38-in. chest), medium (40-42-in. chest), large (44-46-in. chest). Shpg. wt. 2 lbs. 2 oz. State size. Ea. \$8.97. **E** Woven-stripe. Wt. 2 lbs. 2 oz. 33 N 1233—Maroon. 33 N 1234—Navy blue. State size. Ea. \$8.97. **F** Woven Jacquard. Wt. 2 lbs. 1 oz. 33 N 1229—Maroon. 33 N 1230—Navy blue. State size. Ea. \$7.97.



Fully lined with Acetate satin



Shoulders are padded and shaped



Have 1 dense set in slash pocket

Best Pilgrim Robes, Acetate® Satin Linings

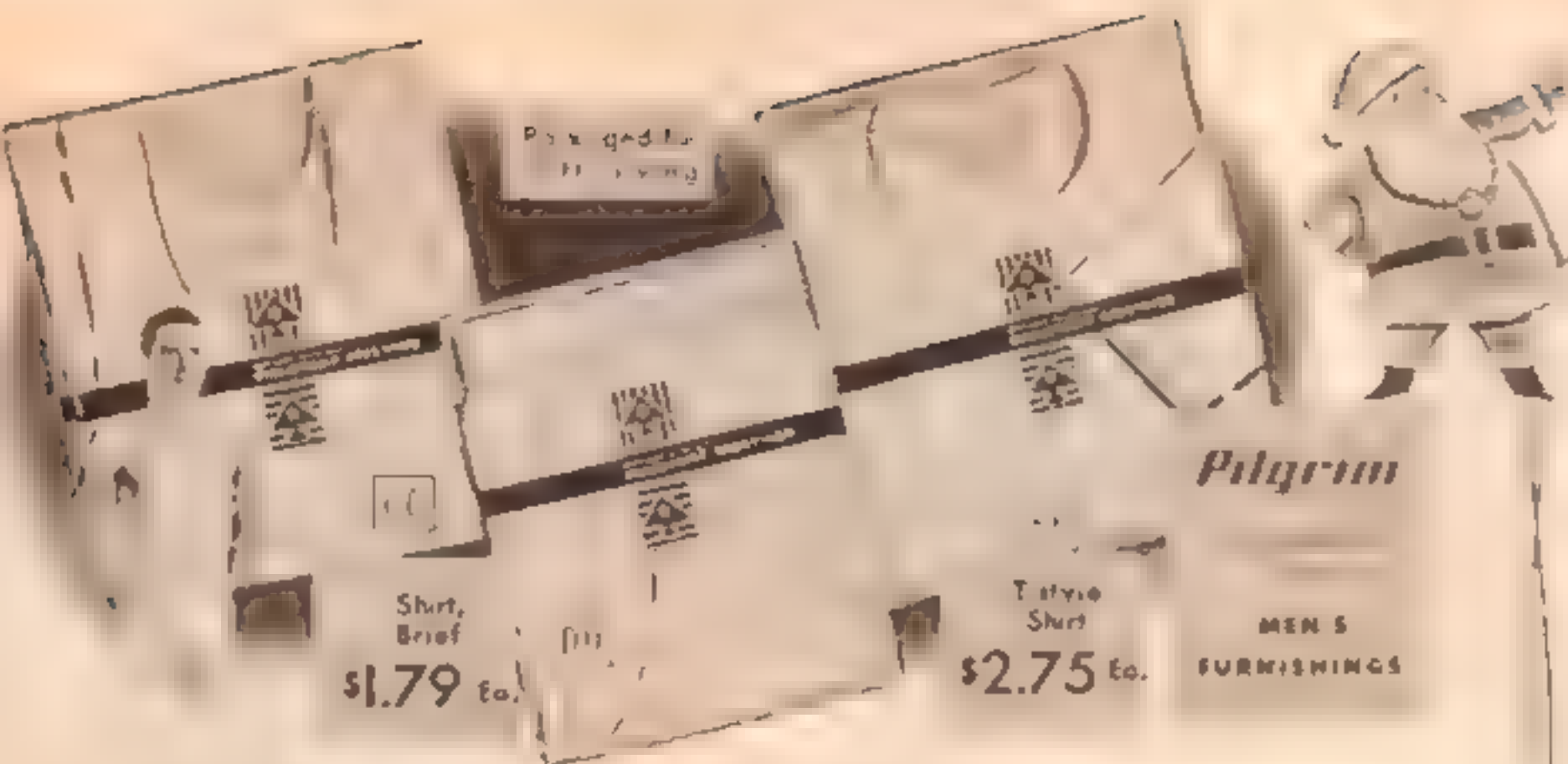
Luxurious Rayon... soft, full-bodied... with the feel and draping qualities of heavy silk. Fully lined with Acetate® satin; adds more warmth, helps robe hang correctly. Acetate® satin is soft, smooth, shaped cuffs, non-slip snap-on sash are a snap to keep your robe better. Single needle stitching. 3 act-in, slash pockets. Front button tab. Wrap-around style has 1/2 in. of overlap. See features above. Gift boxed. Dry clean. Sizes small (36-38-in. chest), medium (40-42-in. chest), large (44-46-in. chest). Measure and be sure—see below.

G 2 Exchng NEW Patterns! **G** is Paisley, **H** is Woven-through. Shpg. wt. 2 lbs. 1 oz. State size. **G** 33 N 1237—Maroon, blue. Each \$16.95. **H** 33 N 1238—Black, gold. \$16.95.

J Woven-through Rayon Jacquard. Lustrous, long-wearing. Shpg. wt. 2 lbs. 13 oz. State size (above). 33 N 1235—Maroon. Each \$12.25. 33 N 1236—Navy (dk.) blue \$12.25.

HOW TO MEASURE FOR ROBES. With shirt on, place tape measure around chest, well up under arms, over shoulder blades. Number of inches indicates size. If between sizes, order the larger size. Lengths are in proportion to chest sizes.

Order regularly and get your catalogs regularly



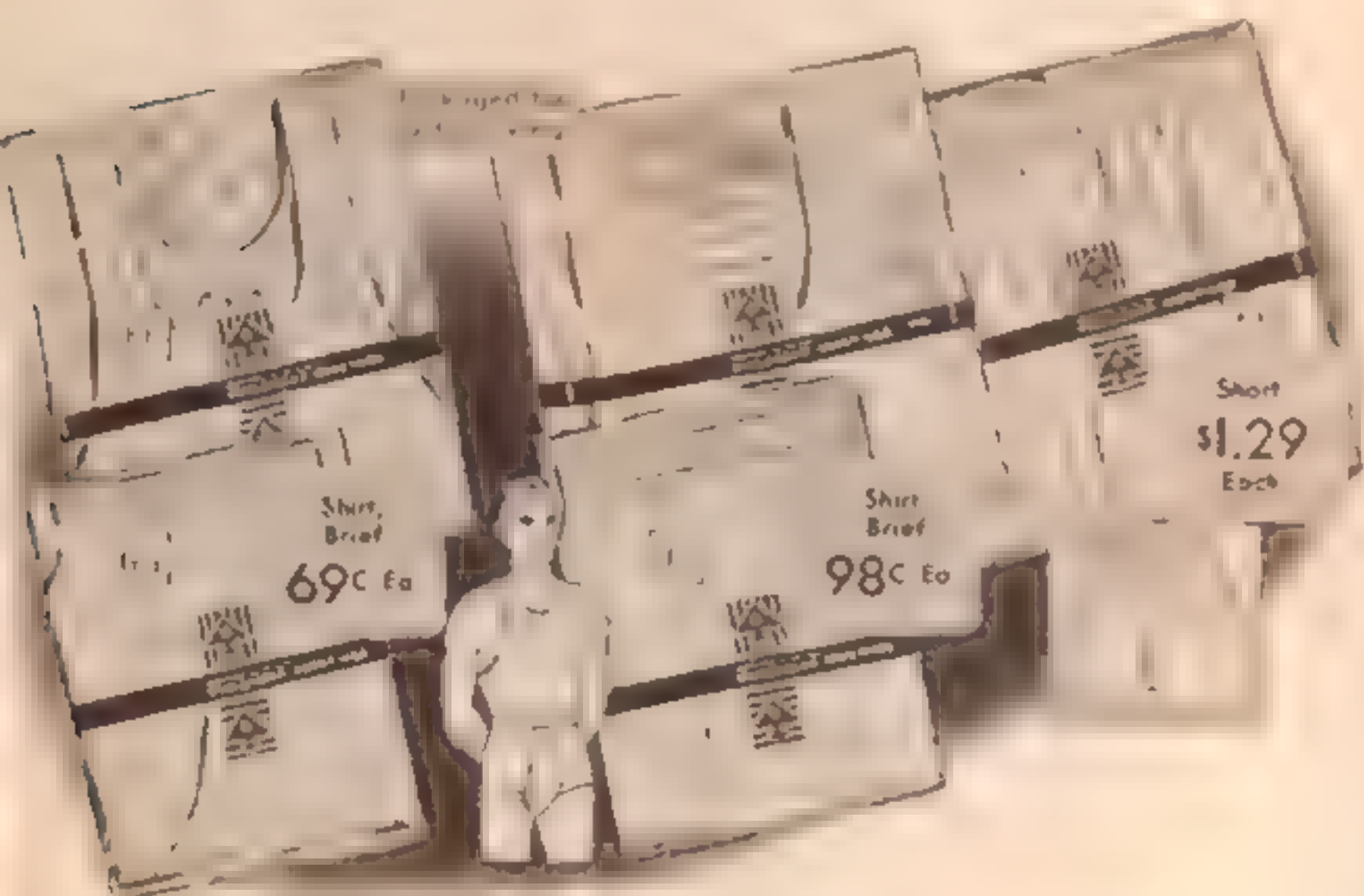
Looking for a man's gift that's really luxurious? Here it is . . . 100% Spun Nylon Underwear

- Outwear best knit cotton 5 to 1 • Hold their permanent, perfect fit • Stay soft as down and light as a feather • Easy to launder, dry in a matter of minutes to be ironed • Extra finely knit • Color white

[CC] Athletic Shirt. Swim rib knit. Bound neck, deep cut armholes are neatly bound. Wide shoulder straps. Straight bottom. Full, long. *Sizes* small (34-36), medium (38-40), large (42-44), extra large (46)-in. chest. *State size.* Shpg. wt. each 6 oz. 16 N 5116—Each \$1.79 . . . 2 for \$3.50

[DD] Brief. 1x1 rib. All around elastic waistband. Double fabric, no-gap fly front. Fabric strap support. Elastic in leg openings. Full. *Sizes* small (30-32), medium (34-36), large (38-40), extra large (42-44)-in. waist. *State size.* Shpg. wt. each 6 oz. 16 N 5117—Each \$1.79 . . . 2 for \$3.50

[EE] T-style Shirt. Closely flat knit. Shoulder seams and tubular bound neck have elastic in them to hold shape longer, fit more smoothly. Sleeves and bottom are neatly hemmed. No side seams. Full and long. *Sizes* small (34-36), medium (38-40), large (42-44), extra large (46)-in. chest. *Please state size.* Shpg. wt. each 8 ounces. Each 2 for \$2.75, \$5.40



Top Favorite Vee Line Shirt, Brief

80% combed cotton, 20% rayon. Springy, hold shape. No bulk, no bind. Very soft, absorbent. Color white. Shpg. wt. each, 5 oz.

[FF] Athletic Shirt. Panel rib knit. Bound neck, armholes. Rounded bottom. *State size* small (34-36), medium (38-40), large (42-44), extra large (46)-in. chest. 16 N 5168—Each 69c, 4 for \$2.69

[GG] Brief. Rib knit. Elasticized fabric crotch. All around elastic waistband. No-gap fly front. Fabric strap support. Elastic in leg openings. *Sizes* small (30-32), medium (34-36), large (38-40), extra large (42-44)-in. waist. *State size.* 16 N 5169—Each 69c, 4 for \$2.69

Fine Runproof Acetate Shirts, Briefs, Shorts

(Formerly called rayon). A luxury fabric at a very moderate price. Fine tricot knit adds durability. Trim, sleek fitting. Feel soft and smooth as silk next to your skin. Easy to launder. Lustrous.

- Wide patterned elastic waistband on briefs
- Covered elastic waistband on the shorts
- Double stitched main seams • No-gap fly front
- Shirts are neatly bound at neck and armholes long to stay comfortably tucked in
- All garments are comfortably full, non-binding
- Color white. Shpg. wt. each garment 6 oz.

[HH] Athletic Shirt. *Sizes* small (34-36), medium (38-40), large (42-44), extra large (46)-in. chest. *Please state size wanted.* 16 N 5130—Each 98c . . . Save, 3 for \$2.85

[JJ] 16 N 5133—Brief. Each 98c . . . 3 for \$2.85
[KK] 16 N 5131—Short. Each \$1.29 . . . 3 for \$3.75

HOW TO MEASURE. Shirts, Union Suits. Measure over underwear. Measure close up under arms, over shoulder blades in back. Keep tape snug, not too tight. Shorts, Drawers. Place tape around natural waistline, snug, but not too tight. Do not measure over trouser belt. If measure falls between sizes, order next even size larger.

*da Pont Acry is Fiber Reg. U. S. Pat. Off. **Reg. U. S. Pat. Off.

22.26 . . . SEARS, ROEBUCK AND CO. A

ITEMS BELOW ILLUSTRATED ON OPPOSITE PAGE

Men's Underwear . . always practical Luxury Plus with 100% Spun Orlon*

Extra, extra tough. Feather light. Soft, lustrous as silk. Won't lose perfect fit ever. Highly resistant to mildewing, bleaches, soiling, sunlight; perspiration. Easy to launder, dry rapidly, need little ironing.

Shirt, Brief made of 100% spun Orlon.* Color cream-white. Shpg. wt. each 5 oz.

[A] Athletic Shirt. Swim rib knit. Bound neck, armholes. Straight bottom. *Sizes* small (34-36), medium (38-40), large (42-44), extra large (46)-in. chest. *State size.* 16 N 5164—Each \$1.98 . . . 2 for \$3.85

[B] Brief. 1x1 rib. Fabric strap support. Double fabric, no-gap fly front. Elastic waistband; elastic in leg openings. *Sizes* small (30-32), medium (34-36), large (38-40), extra large (42-44)-in. waist. *State size.* 16 N 5165—Each \$1.98 . . . 2 for \$3.85

[C] Shorts made of 100% woven Orlon.* Armored WASHFAST patterns won't fade in laundering. All around elastic waist band. Full panel seat. Double stitched main seams. Bar tacked fly front. Extra full. *Sizes* 30, 32, 34, 36, 38, 40, 42, 44-in. waist. *State size.* Shipping weight each 6 oz. Each 2 for 16 N 5195 . . \$1.98 \$3.85

100% Woven Nylon Boxer Shorts

[D] 2 1/2 times stronger than best cotton. WASHFAST colors won't fade in laundering. Stay down-soft, feather-light. Elastic waistband. Full panel seat. Fly front. Double stitched main seams. Extra full. *Colors* blue, gray, white. *Sizes* 30, 32, 34, 36, 38, 40, 42, 44-in. waist. *State size, color.* 16 N 5135—Shpg. wt. each 5 oz. Each \$1.79 . . . 3 for \$5.25

4-Star Feature . . Wear Guaranteed Cotton Shorts, Briefs and Shirts

Our Finest Cotton Shorts. Nylon Fabric reinforced crotch outwears best cotton 2 1/2 times. Sanforized broadcloth won't shrink over 1%. WASHFAST patterns, colors won't fade in laundering. Full body curve panel seat. Double stitched main seams. Gripper Fasteners won't rust, break in laundry. *Sizes* 30, 32, 34, 36, 38, 40, 42, 44-in. waist. Shpg. wt. each 6 oz.

Gripper Fastener yoke front style. Elastic side inserts add comfort.
[E] 16 N 5103G—Attractive assorted washfast patterns, colors.
[F] 16 N 5109G—Sparkling white.
[G] 16 N 5115G—State color blue, bamboo (lt. tan), lt. gray. *State size.* Each 98c, 3 for \$2.85

Boxer style. All around elastic waistband, 3 Gripper Fasteners.
[H] 16 N 5105G—Attractive assorted washfast patterns, colors.
[I] 16 N 5107G—Sparkling white.
[J] 16 N 5111G—State color blue, bamboo (lt. tan), lt. gray. *State size.* Each 98c, 3 for \$2.85

Our Best Brief. Durene** cotton . . 2-ply, combed, mercerized yarns. Patterned elastic waistband. Novelty panel rib knit. Fabric strap support. No-gap, double fly front. Elastic in leg openings. Color white. *Sizes* small (30-32), med (34-36), large (38-40), extra large (42-44)-in. waist. 16 N 5125G—*State size.* Shpg. wt. each 5 oz. Each 98c . . . 3 for \$2.85

Shirts. Color white. *Sizes* small (34-36), medium (38-40), large (42-44), extra large (46)-in. chest. *Please state size.*

[M] Athletic. Our Best. Durene** cotton . . 2-ply, combed, mercerized yarns. Panel rib. Bound neck, armholes. Wt. each 6 oz. 16 N 5192G—Ea. 98c, 3 for \$2.85

[N] T-style. Flat knit combed cotton. Soft, absorbent. Taped shoulder seams. Bound neck. Shipping weight each 7 oz. 16 N 5190G—Ea. 98c, 3 for \$2.85

Patterned Woven Rayon Boxer Shorts

[P] Bold, sparkly patterns. Silky-soft. Closely woven. All around elastic waistband. Full panel seat. Double stitched main seams. Roomy. *Sizes* 30, 32, 34, 36, 38, 40, 42, 44-in. waist. *State size.* Shpg. wt. each 6 oz. 16 N 5209—3 attractive assorted prints boxed . . . 3 for \$2.75

Armored Crotch Shorts . . Fine Briefs, Shirts . . all durable, soft cotton

Armored Crotch Shorts. Exclusive double fabric panel in front from yoke to crotch adds wear. Sanforized broadcloth won't shrink over 1%. WASHFAST patterns, colors won't fade in laundering. Full body curve panel seat. Double stitched main seams. Fly front. *Sizes* 28, 30, 32, 34, 36, 38, 40, 42, 44-in. waist. Shpg. wt. each 6 oz.

Gripper Fastener yoke front style. Elastic side inserts add comfort.
[R] 16 N 5179G—Assorted washfast patterns, colors.
[S] 16 N 5181G—Sparkling white.
[T] 16 N 5185G—Washfast colors blue, tan, lt. gray. *Please state color.* *State size.* Each 79c, 4 for \$3.05

Boxer style. All around elastic waistband stays lively.
[V] 16 N 5177G—Assorted washfast patterns, colors.
[W] 16 N 5183G—Sparkling white.
[X] 16 N 5175G—Washfast colors blue, tan, lt. gray. *Please state color.* *State size.* Each 79c, 4 for \$3.05

[Y] Brief. Durene** cotton. 2-ply, combed, mercerized yarns. Fabric strap support. Elastic waistband. Fly front. Elastic in leg openings. White. *Sizes* small (30-32), med (34-36), large (38-40), extra large (42-44)-in. waist. 16 N 5123G—*State size.* Shpg. wt. each 5 oz. . . . Each 79c, 4 for \$3.05

Shirts. Color white. *Sizes* small (34-36), medium (38-40), large (42-44), extra large (46)-in. chest. *Please state size wanted.*

[Z] Athletic. Durene** cotton . . 2-ply, combed, mercerized yarns. Swim rib knit. Wt. each 5 oz. 16 N 5120G. Each 79c, 4 for \$3.05

[AA] T-style. Flat knit combed cotton. Taped shoulder seams. Bound neck. Shpg. wt. each 7 oz. 16 N 5186G—Each 79c, 4 for \$3.05

Popular Warm Solid Color Sweatshirts

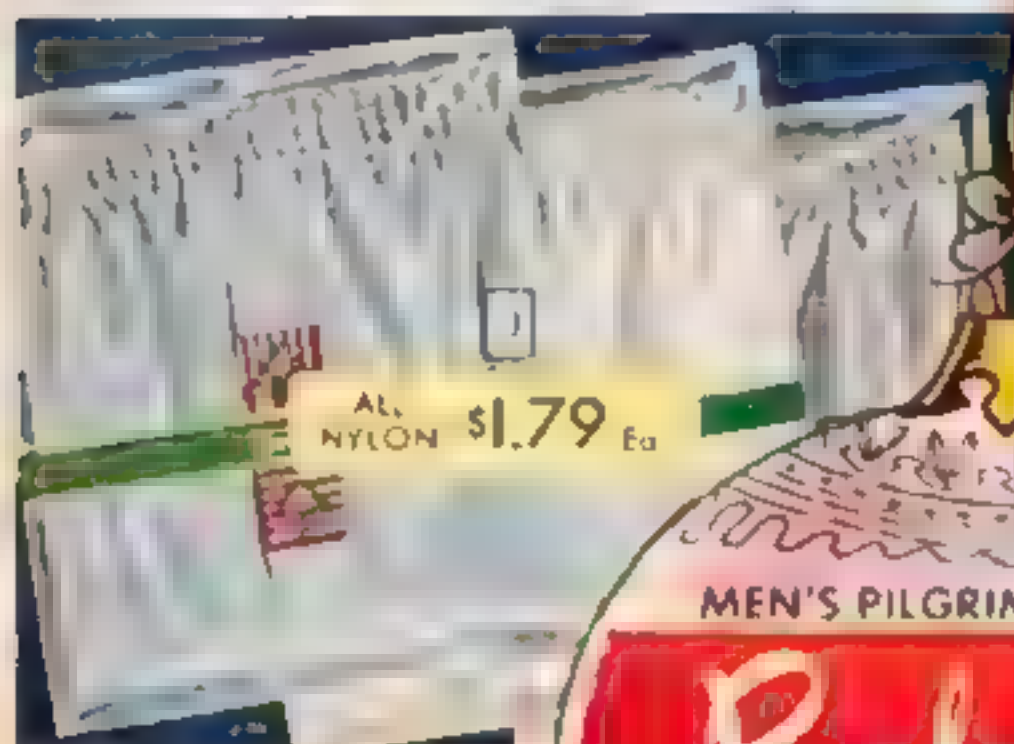
[BB] Closely flat knit cotton. Soft, double thick fleecing inside. Full, roomy. Panel rib knit neck, cuffs, waistband. Washable separately. *Colors* hunter (dk) green, red, navy, white. *Sizes* small (34-36), medium (38-40), large (42-44), extra large (46)-in. chest. *State size, color.* 16 N 4008—Shpg. wt. each 1 lb 2 oz. Each \$2.59 . . . 2 for \$5.10



Luxury Plus...

Shirts, Briefs
Shorts made of
ORION®

\$1.98 Ea



ALL
NYLON **\$1.79** Ea



Another 4-STAR FEATURE
Our Top Quality Cotton
Shorts, Briefs, Shirts

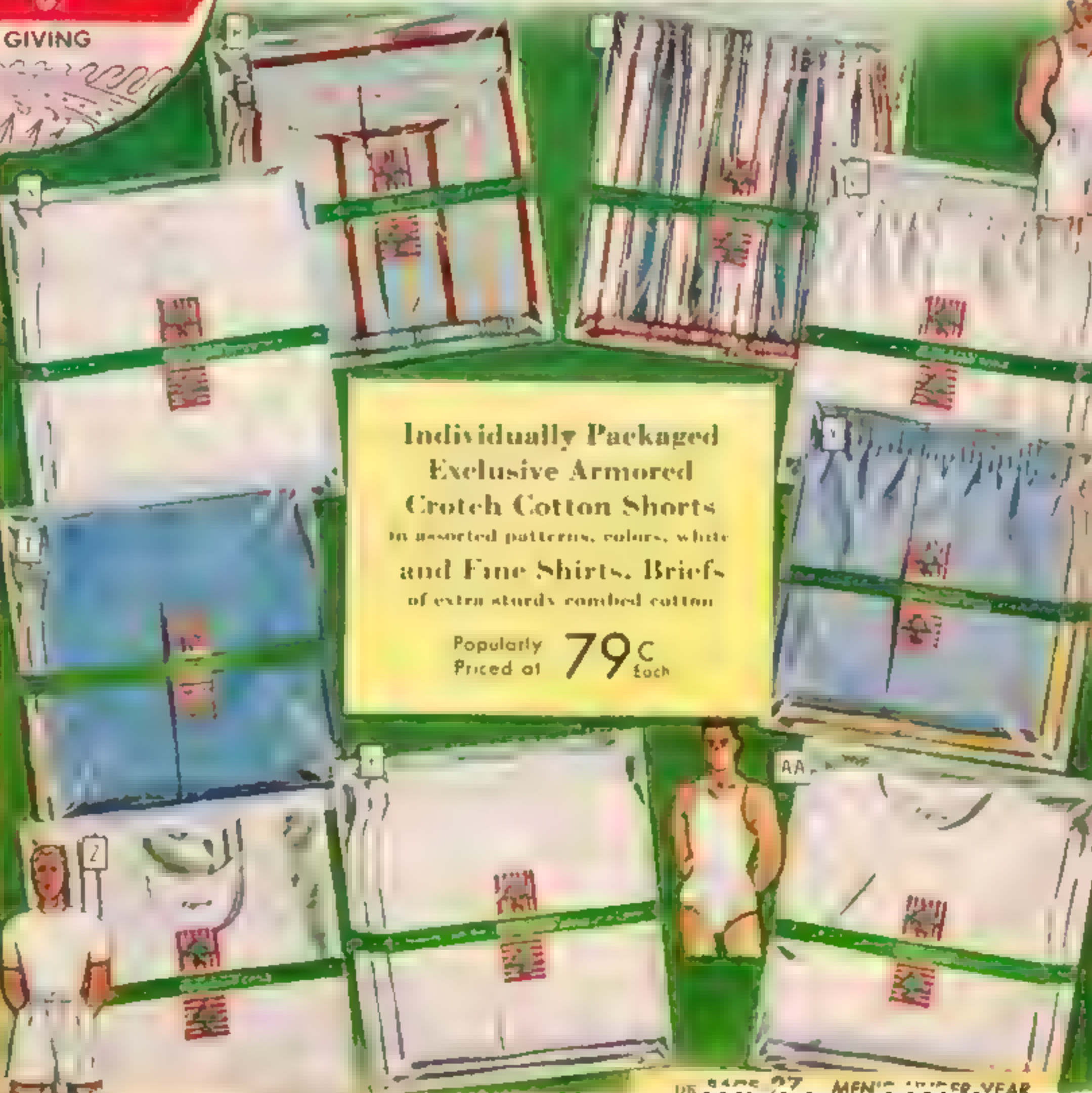
3 garments GUARANTEED ONLY
TO WEAR 6 MONTHS or **98c**
or you get 3 brand new gar- Each
ments without extra charge
applies to 3 Shirts, Shorts, Briefs of 1 style 1 size



ITEMS ABOVE, BELOW DESCRIBED ON OPPOSITE PAGE



RAYON
BOXER
SHORTS
Box of
3 for
\$2.75



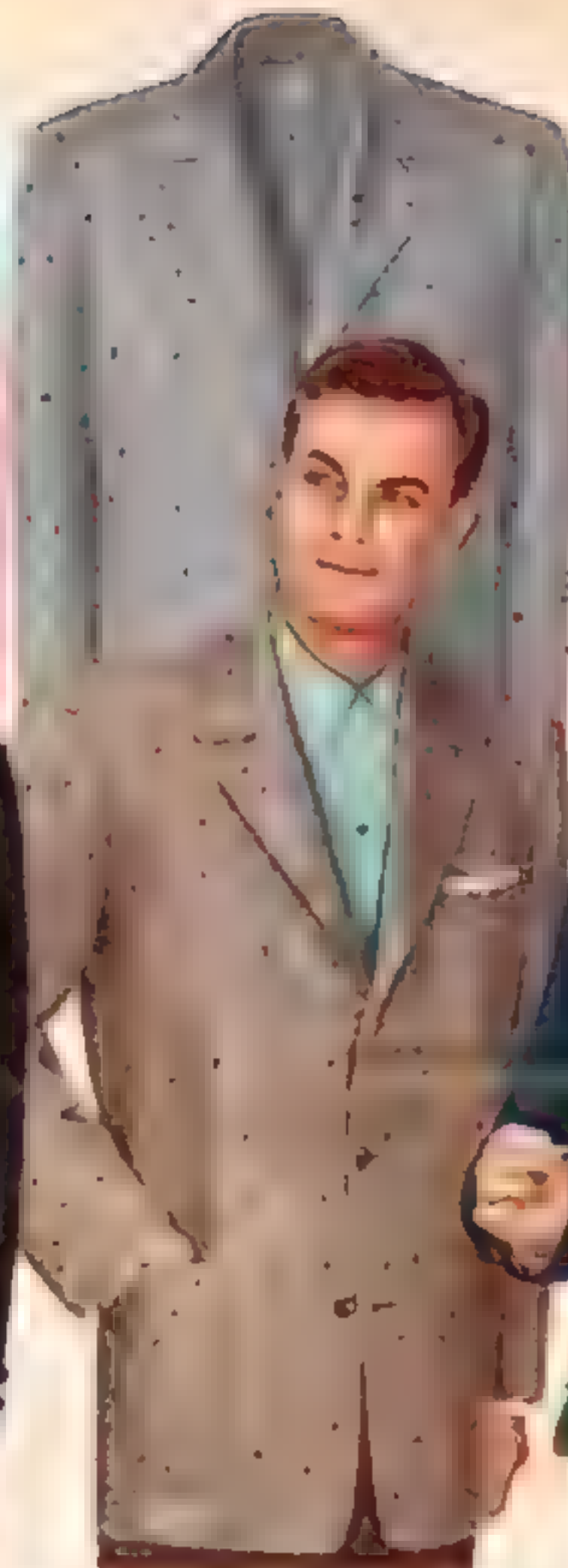
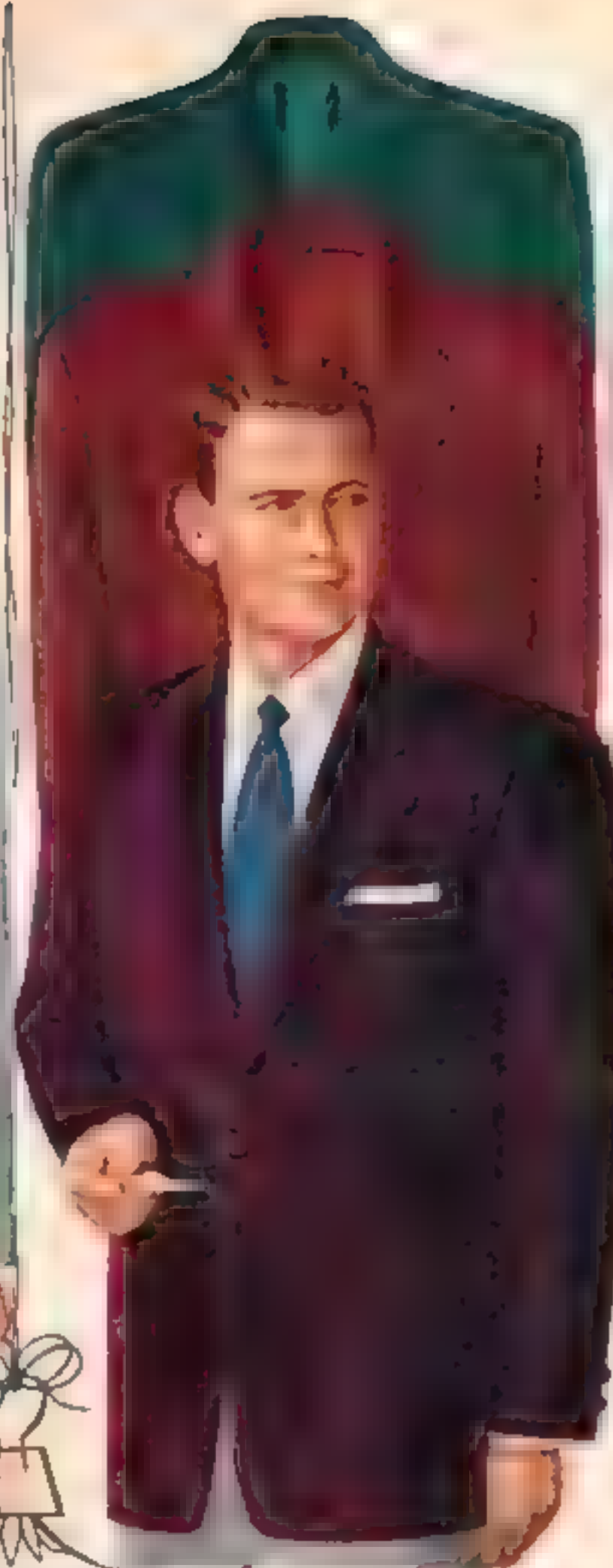
Individually Packaged
Exclusive Armored
Crotch Cotton Shorts
in assorted patterns, colors, white
and Fine Shirts, Briefs
of extra sturdy combed cotton

Popularly
Priced at **79c** Each



SWEATSHIRTS
Colors
or white

\$2.59
Each



A Corduroy Sport Coat \$9.88

B Donegal Tweed Leisure Coat \$16.40

C California Style Jacket \$10.95

What man couldn't use another pair

Corduroy Coat Flannel Slacks

For dressy leisure hours

Sport Coat and Slacks \$21.95 ~~\$25.00~~ down

Luxurious Pinwale Corduroy Sport Coat

Watch for a man who wears what he finds that *Luxurious*. Extra rich, heavy under his too. Low price, select corduroy, was a pattern for extreme durability, even the edge of the pocket stitching. *Mountain* front. Sharp-looking, more construction. End even body lining. *Slacks* from Chicago.

Size 34 to 44 in. *Regulars and* longs—no shorts. *Measure*, *front* *and* *back*.
055 N 6854 Gray-green
055 N 6850—Medium Slacks with 8 1/2" *waist*
055 N 6851 Dark green \$14.50

100% Virgin Wool Flannel Slacks *Revered* *Leisure* for the \$5.00 Slacks, rich textured flannel. Youthful, pleated style, continuous (seamless) waistband, dropped belt loops. *Zigzag* No belt.

Sizes 28 to 40 in. *waist* 28 to 35 in. *length*. *Leisure* is ready, *slacks* on *off-side* *back*. Slacks wt. 1 lb. 14 oz.

055N1622 Brown 055N1620 Gray \$7.95

Save on 2-piece Outfit *Slacks* *and* *coat*.

Shipped from Chicago Slacks wt. 5 lbs. 7 oz.

055N6890 Sport Coat and Slacks \$21.95

28 . . SEARS-ROEBUCK CPHMMDG



D 100% VIRGIN WOOL TWEED Rich textured Donegal type. Youthful pleated styling \$7.70

E FAMOUS SEARALON GABARDINE Sears exclusive part nylon blend. Unconditionally guaranteed \$6.40

F PART NYLON SHEEN GABARDINE Extra wide tunnel belt loops. Streamlined styling \$7.75

G PINWALE CORDUROY Ruggedly hand some, velvet-like. Youthful pleated styling \$6.45

Dress-up his leisure hours

A FASHION TAILORED present
Assures a well-groomed future

ILLUSTRATIONS IN ACTUAL COLOR ON OPPOSITE PAGE

Economy priced pinwale corduroy sport coat

A None better looking at this extra low price... gives you more for your gift dollar. Easy-draping lounge model masterfully tailored of luxurious, narrow wale corduroy (16 cushiony wales per inch). Features 2-button front, husky padded shoulders, 3 roomy patch pockets, inside breast pocket. Full sport coat length (31-inch average). Fully lined with harmonizing rayon. Interlined front. See ordering below. Shipg. wt. 3 lbs. 8 oz.

All sizes Regulars 34 to 44-in. chest Longs 36 to 44-in. chest No short size
45N6805—Maroon 45N6807—Cinere (light tan) 45N6806—Green \$9.88

100% virgin wool Donegal tweed leisure coat

B A natural for gift giving 'cause every man appreciates universally admired masculine tweed sparkling with bright, bubbly flecks of color. Delicately woven of 100% virgin wool spun from select long staple yarns for extreme durability. He'll go for the deluxe detailing, the expert FASHION TAILORED workmanship that means easy-fitting casual comfort. Popular 3-patch pocket model smartly styled with 1-piece back, 3-button front. Masculine padded shoulders. Fully lined with smooth rayon. Perfect to wear in combination with contrasting cable-knit or flannel slacks. Shipg. wt. 3 lbs. 8 oz. Shipped from Chicago.

Even sizes Regulars 34 to 46-in. chest Longs 36 to 46-in. chest Ordering below
055N6922—Gray \$16.40
055N6924—Tan \$16.40

California style sheen gabardine leisure Jacket

C Specially designed for that hard-to-please guy on your list. Spirited West coast styling, plus eye-appealing 50% acetate, 50% rayon sheen gabardine with permanently crease-resistant, water-repellent, non-iron spot and stain resistance. All wool knit waistband at back. Padded shoulders. Contrasting colored bias-cut pleats, inverted pleating on pockets, upper cuffs, full rayon lining. Full length front zipper. Shipped from Chicago. See how to order below.

Even sizes 34 to 46-in. chest Regular sizes only. Shipping weight 2 pounds 12 ounces
055N6902—Blue and red 055N6900—Green and gold 055N6903—Brown and gold \$10.95

Fashion Tailored Dress Trousers

D 100% virgin wool Donegal-type tweed \$7.70
BETTER QUALITY. Learned for seasons of service. Styled with continuous (seamless) waistband, Better Quality double pleats, dropped belt loops. Zipper.

All sizes 28 to 40-in. waist, 28 to 35-in. inseam Ordering below
45N6526—Med brown 45N6528—Blue-gray Wt. 1 lb. 15 oz. \$7.70

OUR BEST QUALITY 100% virgin wool tweed Fully-lined heavier weight than above. Reflects the ruggedness, unusual beauty of premium quality. Expertly tailored with fine trimmings. Styling, sizes same as listed above. Shipg. wt. 1 lb. 15 oz.

45N6490—Med brown 45N6492—Blue-gray \$9.45

E Unconditionally guaranteed Seacoran gabardine. Sears exclusive blend of 21% nylon, 45% rayon, 34% acetate... so stamina-packed they're guaranteed 1 year from date of purchase against wear, rips and tears. Non-iron spot-resistant. Permanently crease-resistant, durably water-repellent. Expertly dress tailored, fine trimmings. Waldoes zipper. Shipg. wt. 1 lb. 15 oz.

Pleated model. Continuous waist, saddle stitching. All sizes 28 to 40-in. waist, 28 to 35-in. inseam. Ordering below
45N6558—Brown 45N6557—Gray 45N6559—Blue \$6.40

Plain front model. Smart contemporary styling for business or dress. All sizes 30 to 42-in. waist, 28 to 35-in. inseam. Ordering below.
45N6540—Brown 45N6542—Gray 45N6544—Blue \$6.40

F Port Nylon blend sheen gabardine—tunnel belt loops. Newest style sensation in colorful heavy-weight 50% rayon, 36% acetate, blended with 14% nylon for longer wear. Permanently crease-resistant. Continuous (seamless) waistband, extra wide tunnel belt loops, saddle stitched side seams, set-forward pockets, full pleats. Waldoes zipper. No belt. Shipg. wt. 1 lb. 15 oz.

All sizes 28 to 40-in. waist, 28 to 35-in. inseam. Ordering below
45N6462—Gray-blue 45N6460—Gray-green \$7

G Ruggedly handsome pinwale corduroy. A natural for gift giving 'cause every man appreciates universally admired masculine corduroy sparkling with bright, bubbly flecks of color. Delicately woven of 100% virgin wool spun from select long staple yarns for extreme durability. He'll go for the deluxe detailing, the expert FASHION TAILORED workmanship that means easy-fitting casual comfort. Popular 3-patch pocket model smartly styled with 1-piece back, 3-button front. Masculine padded shoulders. Fully lined with smooth rayon. Perfect to wear in combination with contrasting cable-knit or flannel slacks. Shipg. wt. 3 lbs. 8 oz. Shipped from Chicago.

Even sizes Regulars 34 to 46-in. chest Longs 36 to 46-in. chest Ordering below
055N6922—Gray \$16.40
055N6924—Tan \$16.40

H Pleated or plain front models. Firm-finished gabardine of rich 100% virgin wool worsted. Famous for wearability, wrinkle resistance. Expertly tailored, fine trimmings, smart dress features. Waldoes zipper. Shipg. wt. 1 lb. 15 oz. Ordering below.

Plain front model. Conservative style for business or dress. All sizes 30 to 42-in. waist, 28 to 35-in. inseam. Ordering below.
45N6540—Brown 45N6542—Gray 45N6544—Blue \$6.40

I Our best gabardine. Premium quality for the man who heads your list. Full bodied, 2-ply 100% virgin wool worsted gabardine. Priced for its look of luxury, superlative performance. Masterfully tailored with deluxe styling. Shipg. wt. 1 lb. 15 oz.

Pleated model. Continuous (seamless) waist, saddle stitching, dropped belt loops. All sizes 28 to 42-in. waist, 28 to 35-in. inseam. Ordering below.
45N6508—Brown 45N6509—Gray 45N6507—Dark blue \$9.45

Plain front model. Conservative style for business or dress. All sizes 30 to 42-in. waist, 28 to 35-in. inseam. Ordering below.
45N6596—Brown 45N6597—Tan 45N6594—Gray-green \$9.45

J Our best 2 ply 100% virgin wool worsted gabardine. Priced for its look of luxury, superlative performance. Masterfully tailored with deluxe styling. Shipg. wt. 1 lb. 15 oz.

Pleated model. Continuous (seamless) waist, saddle stitching, dropped belt loops. All sizes 28 to 42-in. waist, 28 to 35-in. inseam. Ordering below.
45N6596—Brown 45N6597—Tan 45N6594—Gray-green \$9.45

Plain front model. Conservative style for business or dress. All sizes 30 to 42-in. waist, 28 to 35-in. inseam. Ordering below.
45N6540—Brown 45N6542—Gray 45N6544—Blue \$6.40

K Ruggedly handsome pinwale corduroy. A natural for gift giving 'cause every man appreciates universally admired masculine corduroy sparkling with bright, bubbly flecks of color. Delicately woven of 100% virgin wool spun from select long staple yarns for extreme durability. He'll go for the deluxe detailing, the expert FASHION TAILORED workmanship that means easy-fitting casual comfort. Popular 3-patch pocket model smartly styled with 1-piece back, 3-button front. Masculine padded shoulders. Fully lined with smooth rayon. Perfect to wear in combination with contrasting cable-knit or flannel slacks. Shipg. wt. 3 lbs. 8 oz. Shipped from Chicago.

Even sizes Regulars 34 to 46-in. chest Longs 36 to 46-in. chest Ordering below
055N6922—Gray \$16.40
055N6924—Tan \$16.40

L Unconditionally guaranteed Seacoran gabardine. Sears exclusive blend of 21% nylon, 45% rayon, 34% acetate... so stamina-packed they're guaranteed 1 year from date of purchase against wear, rips and tears. Non-iron spot-resistant. Permanently crease-resistant, durably water-repellent. Expertly dress tailored, fine trimmings. Waldoes zipper. Shipg. wt. 1 lb. 15 oz.

Pleated model. Continuous waist, saddle stitching. All sizes 28 to 40-in. waist, 28 to 35-in. inseam. Ordering below
45N6558—Brown 45N6557—Gray 45N6559—Blue \$6.40

Plain front model. Smart contemporary styling for business or dress. All sizes 30 to 42-in. waist, 28 to 35-in. inseam. Ordering below.
45N6540—Brown 45N6542—Gray 45N6544—Blue \$6.40

M Ruggedly handsome pinwale corduroy. A natural for gift giving 'cause every man appreciates universally admired masculine corduroy sparkling with bright, bubbly flecks of color. Delicately woven of 100% virgin wool spun from select long staple yarns for extreme durability. He'll go for the deluxe detailing, the expert FASHION TAILORED workmanship that means easy-fitting casual comfort. Popular 3-patch pocket model smartly styled with 1-piece back, 3-button front. Masculine padded shoulders. Fully lined with smooth rayon. Perfect to wear in combination with contrasting cable-knit or flannel slacks. Shipg. wt. 3 lbs. 8 oz. Shipped from Chicago.

Elasti-Glass

Nationally famous
Vinylite plastic
100% waterproof
Rain set

\$4.89 carrying pouch and hat cover, Gift Packaged

Unconditionally guaranteed... a new coat if it rips, tears

The modern way to carry rain insurance, and what men don't need some. Scientifically constructed of strong, durable Vinylite plastic. Laboratory tested and approved for longer wear. Electronically sealed seams. Weighs only 13 1/2 oz. yet affords the same 100% waterproof protection as burdensome heavy-weight raincoats. Extra layer of plastic reinforcement at points of strain. Popular styling features simulated hand stitched snap button fly front. Slash-through pockets. Complete with carrying pouch and hat cover.

State chest size. Regular sizes: Small (34, 36 in.); Medium (38, 40 in.); Large (42, 44 in.); Extra large (46, 48 in.). Long sizes: Medium (38, 40 in.), Large (42, 44 in.). See how to order below. Shipg. wt. 1 lb. 15 oz.
45N6620—Smoke gray \$4.89
45N6622—Covert tan \$4.89



H Rich-textured 100% virgin wool worsted gabardine \$9.45 Either model

Our best 2 ply 100% virgin wool worsted gabardine \$13.75

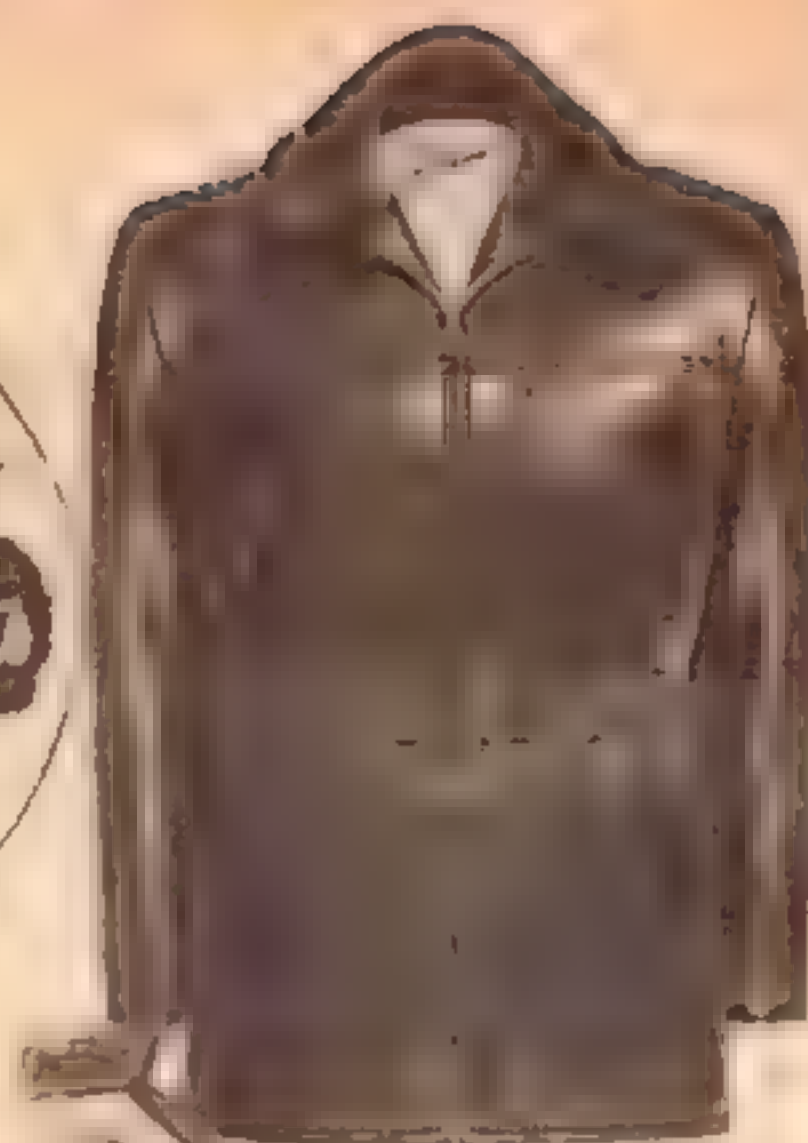
HOW TO ORDER For all items... For sport coats, leisure coats and plastic raincoats state chest measurement taken over shirt. For slacks state waist and inseam measurements of an old pair of well-fitting trousers. Be sure to button trousers before measuring waist. All items shipped from nearest mail order house unless otherwise stated. Order and pay postage to nearest mail order house, regardless of shipping point. PERFECT FIT GUARANTEED



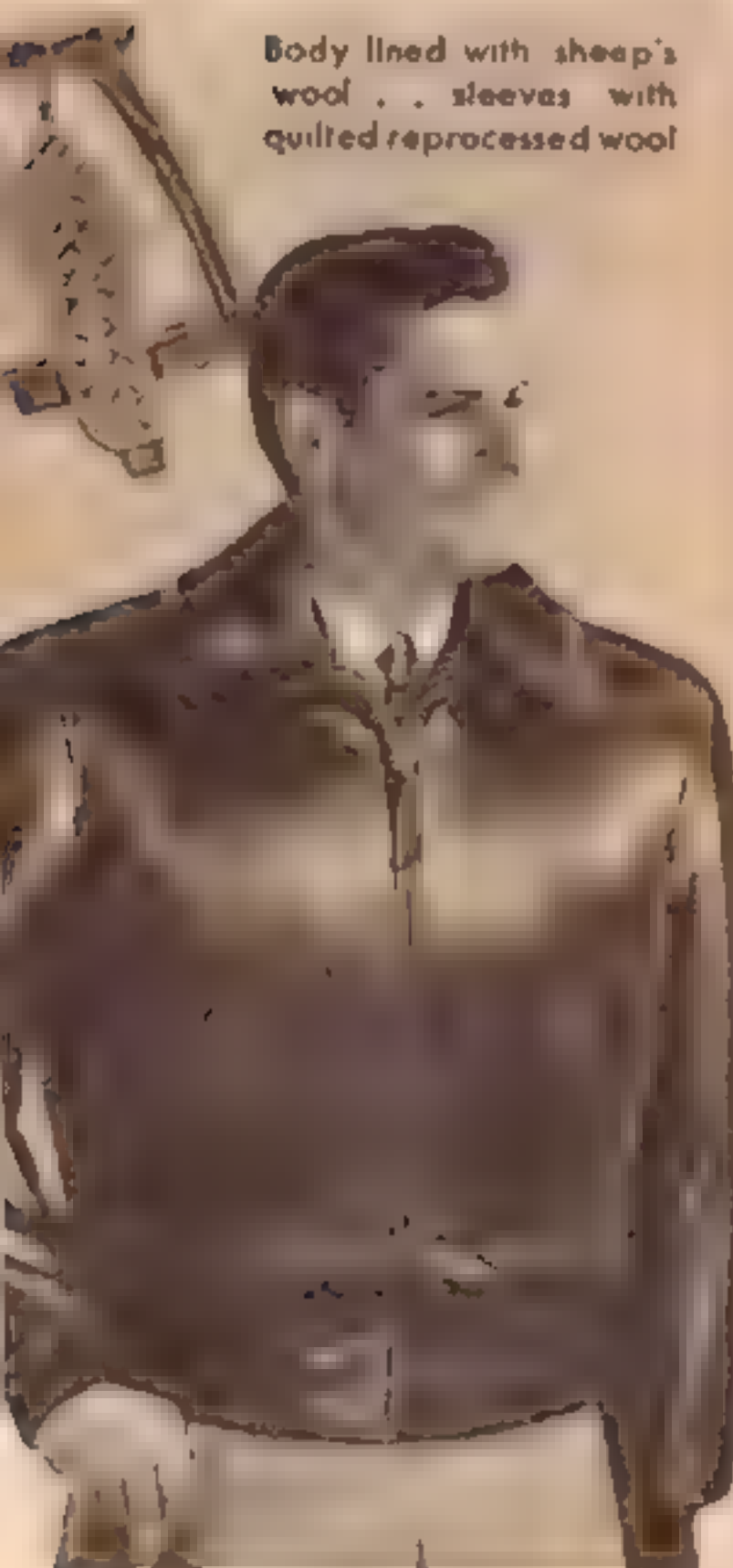
A Quilted lined Short Jacket \$18.95
Reg. \$20.40



B Rayon lined A-2 Model \$19.25



F Full length Surcoat \$33.65
Reg. \$35.00



C Sheeplined B-15 Model \$27.25
Cash \$30.00 Down



D Quilted lined B-15 Model \$21.45
Cash \$25.00 Down



E Quilted lined Surcoat \$27.50
Cash \$31.00 Down



G Rayon lined Surcoat \$22.50
Cash \$25.00 Down

HERCULES JACKETS OF PREMIUM GRADE FRONT QUARTER HORSEHIDE

... the toughest jacket leather you can buy

A Quilted lined short jacket. Tough horsehide with free-action style side gussets, adjustable side straps. Warm 4-oz. reprocessed wool quilted to rayon lining. Zip front and cigarette pocket; 2 slash pockets with corded trim. Stitched down belt in back. Leather facings inside front. Average length, 25½ in. *State even chest size 34 to 48 in.* Wt. 4 lbs. 6 oz. 41N3211—Cordovan (deep) brown \$18.95

41N3218 For Tall Men. About 2-in. longer in body, 1½ in. in sleeves. *Even sizes 38 to 48 in.* Wt. 4 lbs. 10 oz. \$20.40

C B-15 Bomber Model. Handsome "chill-chaser" of premium horsehide. Body lined with sheep's wool; sleeves lined with rayon quilted to 4-oz. reprocessed wool. Fur collar. Knit wristlets and bottom (50% wool, 50% cotton). Zip front, slash pockets with corded trim. Corduroy inside facings. Average length, 26 inches. Shipping weight 4 pounds 10 ounces. *State even chest size 36 to 46 inches.*

41N3553—Brown \$27.25

30...SEARS, ROEBUCK AND CO. ®

B A-2 Airforce Model. A brute for wear... a "honey" for looks. Cut full and roomy of the best grade of horsehide money can buy. Fully lined with lustrous rayon. Two 2-way pockets (hand-warmers plus security pockets with snap fastened flaps). Zip front with overlapping fly. Snap fastener at neck closure. Snug fitting knit cuffs and waistband of 50% wool, 50% cotton. Average length, 26 inches. Shipping weight 4 lbs. 3 oz. *State even chest size 34 to 48 inches.* 41N3401—Cordovan (deep) brown \$19.25

D All-time style favorite. Insulated B-15 Model. Has a big turn-up fur collar. Front quarter horsehide is lined with rayon quilted to warm 4 ounce reprocessed wool. Knit cuffs and waistband of 50% wool and 50% cotton fit snug, keep out cold winds. Two big welted seam pockets. Has easy working zipper front. Average length, 26 inches. Shipping weight 4 pounds 10 ounces. *Please be sure to state even chest size 36 to 48 inches.* 41N3551—Cordovan (deep) brown \$21.45

E Hip-length Surcoat... fully quilted lined. Top quality horsehide fully insulated with 4-oz. reprocessed wool quilted under rayon. Panel front, belted back. Adjustable front belt tunnel loops at sides. Zip front and cigarette pocket, lower slash pockets. Average length, 30 in. Shpg. wt. 5 lbs. 6 oz. *State even chest 36 to 46 in.* 41N3802—Cordovan (deep) brown \$27.50
41N3807—Tall sizes. About 2 inches longer in body and 1½ in. sleeves. Shpg. wt. 5 lbs. 12 oz. *State even chest 38 to 48 inches.* Brown \$27.50

F Sheeplined Horsehide Surcoat. A real "looker"... every inch rugged and warm. Body lined with soft, white sheepskin, sleeves and 6-inch bottom facing lined with rayon quilted to 4-oz. reprocessed wool. Fur collar. Zip front with 2 upper muff pockets, 2 lower flap pockets. Three-piece belt, front sections detachable. Knit inner wristlets of 25% wool, 75% cotton. Average length, 31 inches. Shipping weight 6 lbs. 5 oz. *State even chest size 36 to 46 inches.* 41N3809—Cordovan (deep) brown \$33.65

HOW TO MEASURE JACKETS

[1] Measure with chest expanded [2] Pass tape around fullest part of chest and well up under arms. [3] Measure over garments usually worn at the neck. [4] Number of inches is your size. If you are between sizes, order next larger size.



G Rayon Lined Horsehide Surcoat reduced \$1.45 from our Big book. Expertly tailored of pliable long wearing horsehide fully lined with lustrous high count rayon. Smooth fitting padded shoulders. All-around removable belt with tunnel back. Combination security and "handwarmer" pockets with snap fastened flaps. Easy working zipper front and cigarette pocket. Button trim on cuffs. Average length, 30 in. Shipping wt. 5 lbs. 6 oz. *State even chest size 36 to 46 in.*



A Our finest Surcoat \$29.75 Cash \$30.00 Down \$29.75

Nylon Linings Guaranteed

If the linings of these Hercules jackets do not last for the normal life of the garment, your jacket will be re-lined without charge.

E Action-styled worst length blouse \$14.95



C Popular B-15 Model \$26.95 Cash \$27.00 Down \$26.95

D Motorcycle Jacket \$33.95 Cash \$34.00 Down \$33.95

Snaps on, off regular collar



F Hip Length Surcoat \$25.50 Cash \$26.00 Down \$25.50



G Quilted lined Suede Blouse \$19.45

HERCULES FINEST HORSEHIDE JACKETS with guaranteed Nylon quilted linings

All jackets above have the Guaranteed Nylon lining quilted to warm 4-oz. reprocessed wool. Gives 10 times more wear than ordinary linings. Nylon stitching through all seams. A, B, C have the action swing shoulder that gives greater arm and shoulder freedom. Jacket B has bi-swing back. Please see How to Measure on adjacent page.

A Our Finest Surcoat. Brute strength and handsome looks built right in. 2-way front and vertical glove pocket. 2-way lower pockets. Panel front and back, padded shoulders. 3-piece belt—front sections removable... back stitched down. Knit inner wristlets of 100% wool worsted. Average length, 30 in. Shpg. wt. 6 lbs. 2 oz. State even chest size 36 to 46 in. 41 N 3803—Cordovan (deep) brown \$29.75

C B-15 Model. An always popular style. You get the protection of rugged horsehide and the quilted lining plus added warmth of the big fur collar that's treated to repel water. Zip front and cigarette pocket. Bi-swing lower pockets "handwarmers" over security pockets with snap fastener flaps. Military shoulder straps. Knit cuffs and bottom of 100% wool worsted keep out wind and cold. Average length, 26 inches. Shipping weight 5 lbs. 1 oz. Please state even chest size 36 to 46 inches. 41 N 3556—Cordovan (deep) brown \$26.95

B A-2 Style Air Force Flying Jacket. One of our most popular models. Drawn zip front with overlapping fly... snap fastener at top and bottom. 100% wool worsted knit cuffs and bottom seal out cold. 2-way pockets ("handwarmers") over security pockets with snap fastener flaps. Average length, 26 inches. Shpg. wt. 4 lbs. 6 oz. State even chest size 36 to 46 inches. 41 N 3504—Cordovan (deep) brown \$24.50

D Horsehide Motorcycle Jacket. The "king" of the jackets. All the features you want for wear and looks. Big, detachable turn-down collar snaps on or off regular collar. Body lined with Nylon... to reprocessed wool... sleeves with strong cord trim. Working back with wide inside leather facing at bottom. Set in conservative good-looking cuffs. Zip front and 2 vertical zip pockets. Snap fasteners on lapels, shoulder straps and pocket flap. Average length, 23 1/4 inches. Shpg. wt. 5 lbs. 1 oz. State even chest 36 to 46 inches. 41 N 3205—Jeans black \$33.95

Hercules Suede Leather Jackets Expertly tailored and styled for lasting good looks from hand picked blemish-free suede full cut to give you roomy comfort

E Action-styled worst length blouse. Casual "knockabout" that's just the thing for leisure, sports, or work. Fits trim... yet plenty of room for easy action. Knit cuffs, collar and waistband of 50% wool and 50% cotton... fit snug, won't lose shape. Easy working zipper front, 2 deep slash pockets. Fully lined with rayon for smooth fit. Regular coat-type set in sleeves for easy fit. Average length, 26 inches. Shipping weight 3 pounds 6 ounces. State even chest size 34 to 48 inches. 41 N 3407—Deep, rich brown \$14.95

F Hip Length Surcoat. A jacket you'll be proud to wear for all your leisure time activities. Smartly tailored and styled of blemish-free top quality suede leather. Soft and flexible... fully lined with smooth fitting rayon. Panel front with full length zipper and self-adjusting front belt. Anchor-type buckle, tunnel loops at sides. Two lower slash pockets, cigarette pocket. Set-in coat type sleeves. Easy fitting padded shoulders. Average length, 30 inches. Shipping weight 3 pounds 13 ounces. Please state even chest size 36 to 46 inches. 41 N 3704—Cheerful fawn brown \$25.50

G Quilted lined Blouse. Here's a combination of handsome good looks and warmth that can't be beat. Velvety suede fully lined with warm 4-oz. reprocessed wool quilted to lustrous rayon. Keeps out wind and keeps in body heat. Zip front and cigarette pocket; vertical slash pockets with corded trim. Knit cuffs and back of waistband (50% wool, 50% cotton). Average length, 25 inches. State even chest size 36 to 46 inches. Shipping weight 3 pounds 10 ounces. 41 N 3506—Sand-color (light) tan \$19.45



**Our Lowest Priced
Winter-weight Jackets**
Warmth without
excessive weight



Washable lined Poplin

The finest cotton poplin we've ever used. Extremely high count with a tight even weave . . . mercerized. Zealanized to repel rain. Cotton flannel lining in harmonizing checks. Colors wash-fast . . . fabrics Sanforized—shrinkage only 1%. Shirred elastic at waist back. Zip front, button cuffs. Average length, 25 in.

Regular Sizes. State chest size small (34-36), medium (38-40); large (42-44); extra large (46-48) inches. Shpg. wt. 2 lbs. 7 oz.
41N4132-Tan 41N4133-Gray 41N4134-Green
41N4135-Yellow 41N4136-Med. blue \$5.79

Long Sizes. Sleeves and body about 1 1/2 inches longer. Shpg. wt. 2 lbs. 12 oz. State chest size medium (38-40); large (42-44) inches
41 N 4137-Tan 41 N 4138-Gray. \$5.89

All-weather Twill

A real buy in all-weather protection. High-luster outer shell tightly woven . . . acetate yarns . . . sheds rain, resists wind. Fully insulated with 8-oz. reprocessed wool quilted under rayon lining . . . gives fireside warmth without excessive weight. Zipper front, stylish big welt seam storm pockets. Wide shirred elastic at back of waist. Average length, 25 1/2 in. Shipping weight 3 pounds 3 ounces. State chest size small (34 to 36); medium (38 to 40); large (42 to 44); extra large (46) inches

41 N 4211-Brown
41 N 4208-Light green. . . . \$7.77



"Warm-up" Reversibles

Both sides in rich matching colors. Melton side of warm 24-oz. reprocessed wool. Lustrous acetate satin side resists rain, wind. White striped knit trim (35% wool, 35% cotton, 30% rayon). Snap fastened front. Average length, 25 inches. State even chest 34 to 44 inches.

41 N 2404-Maroon 41 N 2405-Navy blue
41N2406-Green. Shpg. wt. 3 lbs. 12 oz. . . \$9.25

All-weather Gabardine

Rayon gabardine sheds rain . . . resists wrinkles. Lined with saun finish rayon quilted to heat-holding 8-oz. reprocessed wool. Zip front. Knit cuffs and bottom (50% wool, 50% cotton). Average length, 25 inches. Shpg. wt. 3 lbs. 7 oz. State even chest size 34 to 46 inches.

41 N 4512-Gray
41 N 4513-Tan. . . . \$7.77

Hercules Jackets and Slacks

America's Sportswear Favorites

ILLUSTRATED ON OPPOSITE PAGE

A Corduroy Casual Coat. The easy draping lines of a sports coat with the rugged wearability of a utility jacket. **Reg. sizes \$8.95**
Luxurious pinwale corduroy lined with lustrous rayon. Zip front, 2-way lower pockets with flaps, flap change pocket. Padded shoulders. Av. length, 31 in. Shpg. wt. 3 lbs. 3 oz. State even chest size 34 to 46 in.
41N4749-Maroon 41N4750-Forest (dk.) green 41N4751-Rust brown, \$8.95
41 N 4752-Long Sizes. About 1 1/2 in. longer in sleeves, 2 in. longer in body. Shpg. wt. 3 lbs. 6 oz. State even chest 38 to 46 in. Maroon. . . . \$9.40

B Quilted Lined Corduroy Sports Coat. Ideal companion for "nippy" days. Fine pinwale corduroy—body lined with rayon quilted to 4-oz. reprocessed wool; sleeves rayon lined 3-button style with 3 patch pockets plus inside pocket. Button tab at neck for colder weather. Padded shoulders. Average length, 32 inches. State even chest 34 to 44 inches **Only \$9.95**
41N4821-Maroon 41N4822-Rust-color brown. Shpg. wt. 4 lbs. 2 oz. \$9.95

C Corduroy Sports Coat Quilted Lined with MILUM . . . \$12.95
new metal insulated fabric that works like house insulation. Traps in body heat . . . yet allows body to "breathe." Body lined with Milum processed rayon quilted to 4-oz. reprocessed wool—sleeves with Milum processed rayon. 3 leather buttons . . . 3 patch pockets with flaps plus flap change pocket and inside pocket. Button tab at neck. Padded shoulders. Average length, 32 in. State even chest size 34 to 44 inches
41 N 4823-Maroon 41 N 4824-Green. Shpg. wt. 4 lbs. 6 oz. . . . \$12.95

D Campus-style Thickset Corduroy Pants. Heavy 13-oz. corduroy gives longer wear, greater warmth. Hollywood-style continuous waistband, dropped belt loops and pleats. Walder zip fly, snap fastener at waist. Dress-type seams, bar-tacked at strain points. Boatsail drill pockets. Cuffed bottoms. Wash separately. Shpg. wt. 2 lbs. State even waist size 28 to 40 in. and inseam 29 to 34 in.; tell which is waist. **\$5.50**
41 N 5869-Charcoal (dark) gray 41 N 5868-Medium blue
41 N 5867-Russet (medium) brown 41 N 5870-Dark green. . . . \$5.50

Warmly Insulated Casual Jackets

E F Nylon Reinforced Sheen Gabardine Jackets . . . fully quilted lined. Lustrous sheen gabardine (85% rayon . . . 15% Nylon). Wears longer . . . stays neater than equal weight all rayon fabrics. Insulated with 100% reprocessed wool—10-oz. weight in body . . . 6-oz. weight in sleeves quilted under rayon lining. Padded shoulders. Zip front and cigarette pocket. Adjustable cuffs. Slash pockets. Average length, 25 inches.

G Bomber Model. Pie collar (100% wool face on cotton back that's 28% of total) . . . moth resistant, water-repellent. Shirred elastic in back. Knit inner wristlets (50% wool, 50% cotton). Shipping weight 3 pounds 15 ounces **\$11.50**
41 N 4577-Chestnut (dark) tan 41 N 4578-Slate (medium) gray
41 N 4580-Skipper (dark) blue. State even chest 34 to 46 inches. . . . \$11.50

F California-style Blouse. Smooth fitting collar. Zip front. Wide shirred elastic waistband. Shpg. wt. 3 lbs. 12 oz. **\$9.70**
41 N 4521-Chestnut (dark) tan 41 N 4522-Slate (medium) gray
41 N 4523-Dark green. State even chest 34 to 46 inches. . . . \$9.70

G All-weather Gabardine Casual. One of our best sellers because you get so much style and warmth for so little money. **Reg. Sizes \$9.35**
Outer shell of tightly woven combed cotton (all short, coarse fibers removed). Fully innerlined with 8-oz. reprocessed wool quilted under rayon lining. Zip front and cigarette pocket. 2 slash pockets. Adjustable straps at waist sides. Average length, 28 inches.

Regular Sizes. Shipping weight 3 pounds 6 ounces . . . \$9.35
41 N 4205-Brown. State even chest size 34 to 48 inches
41 N 4201-Grayish-tan 41 N 4204-Green. State even chest 36 to 46 inches.

Tall Sizes. Body about 1 1/2 in. longer . . . sleeves about 2 in. longer.
41 N 4206-Brown. State even chest 38 to 48 in. Shpg. wt. 3 lbs. 12 oz. . . . \$9.55

Large Sizes. State chest size 50, 52, 54 inches. Shpg. wt. 4 lbs. 7 oz.
41 N 4207-Brown only. . . . 10.35

H J Luster Twill Jackets. Heavy 8 1/2-oz. twill outer shell of 65% rayon and 35% cotton, resists wind . . . repels rain. Fully innerlined with 10-oz. reprocessed wool quilted to rayon lining. Warm, water-repellent pile collars (100% wool face on cotton back that's 28% of total fabric). Average length, 26 in. Shpg. wt. 3 lbs. 8 oz. State even chest 34 to 46 in

H Luster Twill Blouse. Padded shoulders. Zip front, security pockets. Knit back, waistband, inner wristlets (50% wool, 50% cotton) **\$11.95**
41 N 4565-Navy blue 41 N 4566-Gray. State size. . . . \$11.95

I Popular "Bomber type" Jacket. Zip front, 2 slash pockets. Knit waistband and wristlets (50% wool, 50% cotton). **\$9.55**
41 N 4551-Brown 41 N 4552-Green 41 N 4556-Gray. . . . \$9.55

HOW TO MEASURE JACKETS AND PANTS

For Jackets: Pass tape around largest part of chest (expanded) and well up under arms. Measure over garments usually worn underneath. **For Pants:** Measure around waist with belt off, measure inseam from crotch up in crotch to length desired. Number of inches is your size. If



Quilted lined Corduroy Sports Coats

Ideal companions for "nippy"
cool days...casually comfortable
for all his leisure time wear

B Quilted lined
Only \$9.95

A Quilted lined
Only \$8.95



Sizes for tall
men available



C Lined with
31/2" quilted to
wool
only \$12.95

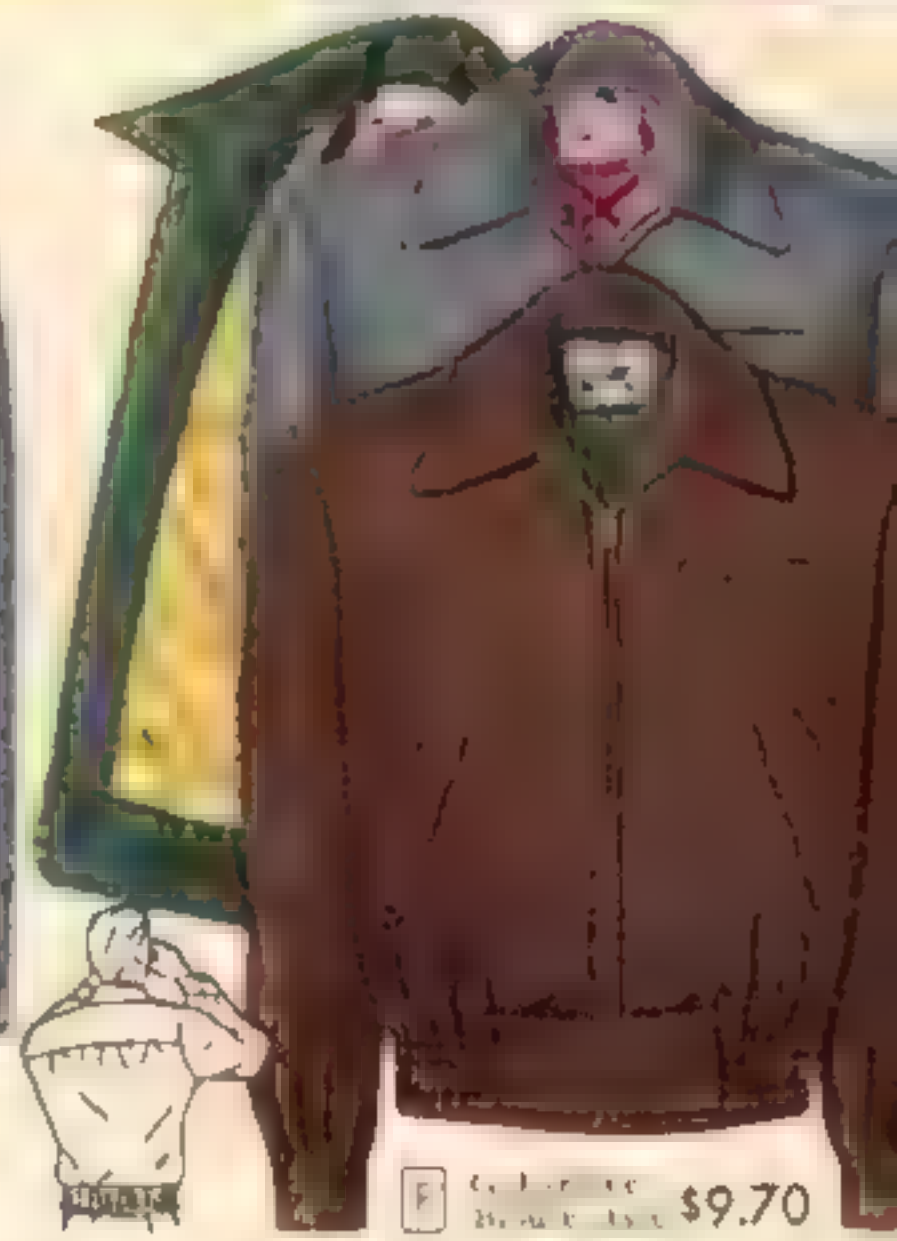


D Thick
only \$5.50

Hercules Corduroy
Slacks... sportswear
favorites



E Quilted lined
Only \$11.50



F Quilted lined
Only \$9.70



G All-weather
Corduroy \$9.35 Reg.
sizes



Extra Sizes
Available



H Quilted lined
Only \$11.95

Hercules Luster Twill Jackets



J Quilted lined
Only \$9.55

CRUISE PAGE 33... MEN'S JACKETS

WishbookWeb.com



EVERY MAN'S CHOICE . . HERCULES ALL-WEATHER COATS

Warmly quilted lined

Checks are tops on the season's list. This quilted lined short jacket is the "it" of them all. Rayon and acetate fabric woven of 2-ply yarns . . . treated to repel water . . . resist wrinkles. Fully lined with 8-oz. reprocessed wool quilted to harmonizing color rayon. Zip front, 2 slash pockets. Shirred elastic across back. Coat type set-in sleeves for roomy shoulder comfort. Two-button short-type cuffs are adjustable. Average length, 25 inches. **\$9.80**
 State even chest size 34 to 46 inches. Shipping weight 3 lbs. 3 oz.
 41 N 4227—Brown check
 41 N 4229—Blue check \$9.80

Luster Twill Surcoat

A real "chill-chasing" combination. Our best Luster Twill back twill (35% cotton, 65% rayon) . . . lined with warm pile (50% Alpaca, 50% new wool on cotton back that's 46% of total). Sleeves and 6 inches at bottom lined with plaid rayon quilted to 8-oz. reprocessed wool. 5-ft fur collar. Roomy bi-swing back provides free-action comfort. 2-piece detachable belt stitched down across back. Zip front and glove pocket. 2-way pockets with flaps. Knit inner wristlets (50% wool, 50% cotton). Two-button adjustable cuffs. Average length, 32 inches. Shipping weight 5 lbs. 1 oz. **\$15.95**
 State even chest size 36 to 46 inches.
 41 N 4879—Brown 41 N 4880—Blue
 41 N 4881—Green \$15.95

34-in. Storm Coat

Easy to look at and hard to beat for warmth and wear. Handsome outer fabric of rugged gabardine (80% rayon, 20% Nylon). Water-repellent and wind-resistant. Fully insulated with extra warm 10-oz. reprocessed wool quilted to luxurious rayon lining. Big fur collar. 3-piece belt, front sections removable . . . back stitched down. Average length, 34 in. **\$18.50**
 State even chest size 36 to 46 in.
 41 N 4953—Taupe (grayish-tan) shpg. wt. 4 lbs. 15 oz. . . \$18.50

Zip Liner Surecoat

Zip in the lining for a jacket warm enough for winter's worst . . . zip out lining and collar for a smart rayon lined mild weather casual. Lining of heavy rayon quilted to warmth-without-weight Intercel. Has fur collar for ear and neck protection, and knit wristlets (50% wool, 50% cotton). Rayon gabardine shell is fortified with 20% Nylon . . . crease-resistant and water-repellent even after cleaning. Zip front, 4 flap pockets. Average length, 32 inches. Shpg. wt. 4 lbs. 12 oz. **\$25.50**
 State even chest size 36 to 44 inches.
 41 N 4860—Dk. blue (gray lining) \$25.50

DOUBLE QUILTED
OVER SHOULDERS
FRONT AND BACK



Extra long Walking Coats . . resist wind and rain . . warmly quilted lined

A Ideal winter companion for men of any age. Roomy rayon sleeves for free-action comfort. **\$19.50**
 Water-repellent gabardine . . . extra long because it's made of finest combed cotton yarns woven 2-ply on a weaving surface. Fully insulated with extra warm 10-oz. wt. 100% reprocessed wool quilted under high count rayon-satin. Fly front with zipper . . . snap fastener at bottom. Detachable 3-piece belt, elastic inserts at sides. Knit inner wristlets (50% wool, 50% cotton). 2-way flap pockets. Average length, 33 inches. **\$19.50**
 State even chest size 36 to 46 inches. Shipping weight 5 lbs. 8 oz.
 41 N 4842—Forest (dark) green 41 N 4840—Medium tan

Double shoulder for extra protection

B Lustrous rayon sheen gabardine is Zelan treated to repel water . . . fights off wrinkles. Lined throughout with 10-oz. pure wool quilted to smooth high count rayon. Double quilted over shoulders, front and back, with 4 oz. wool . . . actually 14 oz. of quilted wool protection where it's needed most. Easy working zipper front. Full belt with tunnel loops at sides. Two large slash pockets. Average length, 33 inches. Shipping weight 4 lbs. 3 oz. **\$17.50**
 State even chest size 36 to 46 inches. This coat is full cut and designed to be worn over a suit coat. If you do not plan to wear in this manner, order one size smaller.
 41 N 4960—Medium tan 41 N 4959—Chestnut (med.) brown

For a present with a warm future give him a
HERCULES JACKET in this amazingly rugged fabric



Developed especially for Admiral Byrd's Antarctic expeditions . . . for protection, wear and comfort

Protection. Extra close weave turns away icy winds . . . Cravenette treated to repel water even after cleaning. Moisture actually lightens the fabric for greater repellency

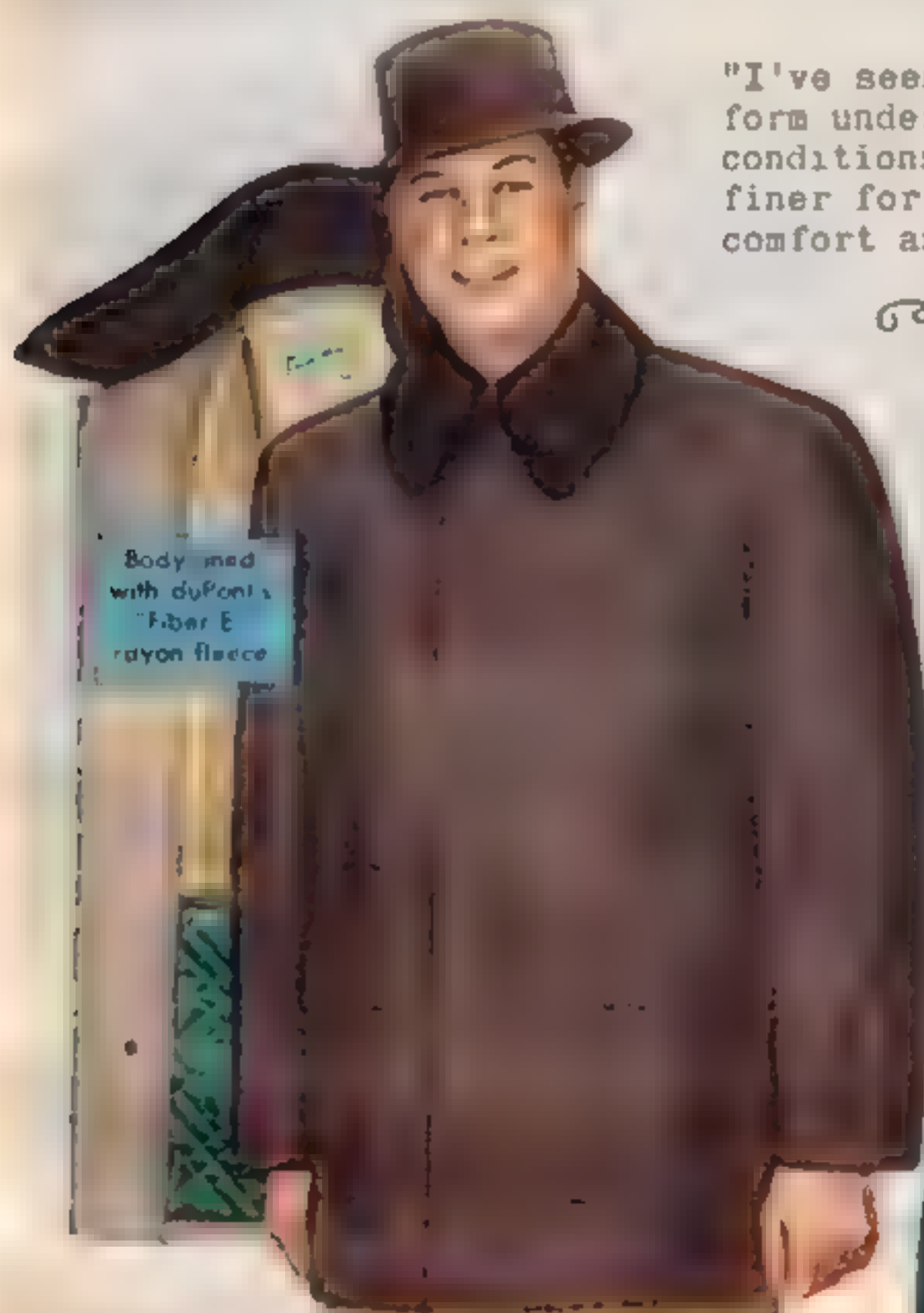
Wear. Extremely high count weave of 2-ply combed cotton yarns for extra long wear

Comfort. Although lightly woven and sturdy . . . it's constructed in such a way as to allow the body to "breathe." Smooth and flexible for an easy action fit

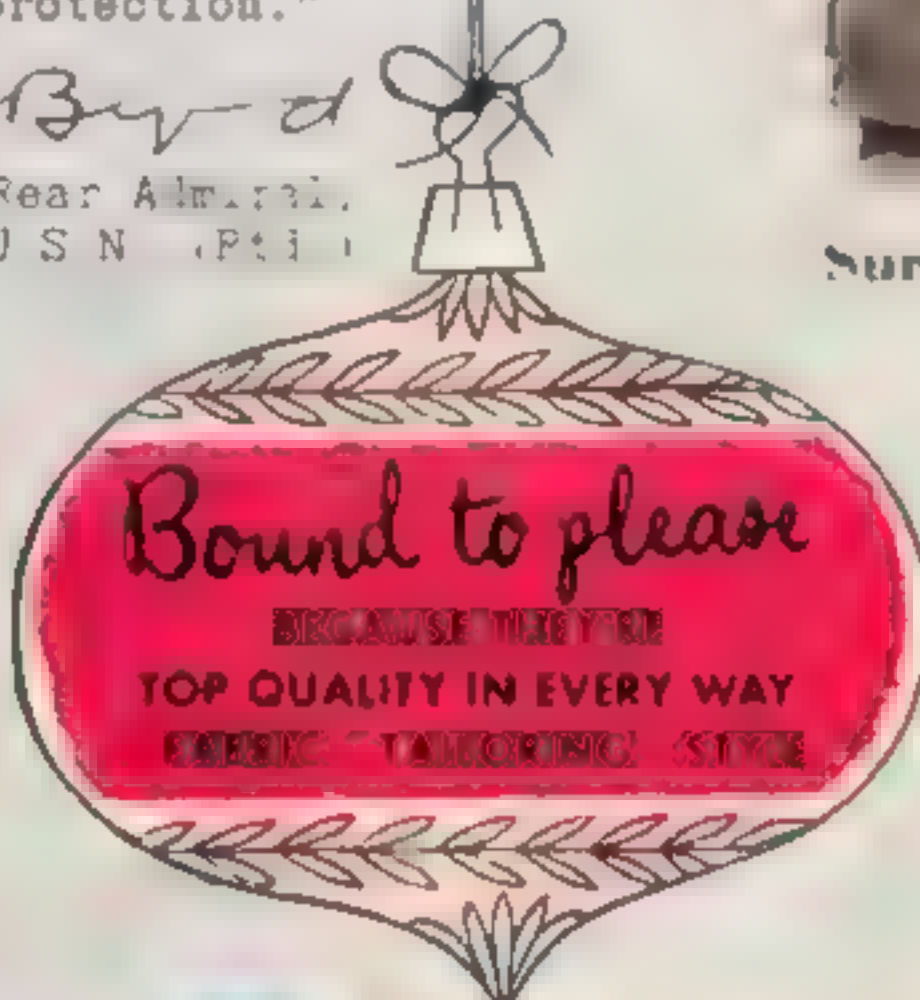
Good Looks. One of the handsomest fabrics we've seen . . . Mercerized for lasting luster

"I've seen Byrd cloth perform under all weather conditions. There's nothing finer for all-weather comfort and protection."

Admiral Byrd
 Rear Admiral,
 U.S.N. (Ret.)



Body lined with duPont's "Fiber E" rayon fleece



Surcoat with warm quilted lining

Latest surcoat style in robust Byrd cloth. Insulated with warm 10-oz. 100% reprocessed wool inner-lining quilted under high count rayon satin. Smooth fitting well cut in, padded shoulders. Zipper front, 3-piece detachable belt. Two lower, 2-way pockets, chest pocket has snap fastened flap. Knit inner wristlets (50% wool, 50% cotton). Average length, 32 inches. *State even chest size 36 to 46 inches.* Shipping weight 4 pounds 5 ounces.
 41 N 4846 - Medium tan \$19.50
 41 N 4847 - Dark (forest) green . . . \$19.50

Extra long Surcoat lined with duPont "Fiber E" fleece

A gift that any man would welcome. Super tough water-repellent Byrd Cloth lined with soft fleece made of duPont's "Fiber E" rayon fleece - warmer than wool weight and wool knuckling cloth. Collar 17 inches at bottom and sleeves lined with fleece. Embossed wool - fiber fleece premium grade high count rayon satin. Water-repellent side collar. 100% wool on cotton back. Chest 38 1/2" and total length 71" by front. Two lower 2-way pockets, chest pocket. Knit inner wristlets (50% wool, 50% cotton). Average length, 34 inches. Shipping weight 4 pounds 5 ounces. *State even chest size 36 to 46 inches.*
 41 N 4889 Deep brown 41 N 4888 Medium tan \$24.50



Quilted lined Blouse Model

New Byrd Cloth jacket in the popular blouse style. Makes so thin and light, it's a real feel for snug comfort. Concealed elastic extends 3/4 way around bottom. Zipper front. Two lower chest pockets with side vent. Small chest change pocket on right. Shirt-type, 2-button adjustable cuffs. Padded shoulders. Warmly lined with 8-oz. reprocessed wool quilted under rayon satin. Average length, 25 inches. Shipping weight 3 pounds 5 ounces. *State even chest size 34 to 46 inches.*
 41 N 4525 Dark green 41 N 4526 - Tan \$12.95



New circle shoulder Model

Rugged Byrd Cloth with quilted lining. New circle shoulder allows greater arm and shoulder freedom - 1-piece of fabric covers entire shoulder area. Zip front with two concealed slash pockets. Easy waistband at back. Knit collar and wristlets of 50% wool, 50% cotton. Lined with warm 8-oz. reprocessed wool quilted under highest quality rayon satin. Average length, 24 in. Shipping weight 3 pounds 4 ounces. *State even chest size 36 to 46 inches.*
 41 N 4220 - Sky blue dark blue \$14.35
 41 N 4221 - Black \$14.35

HOW TO MEASURE JACKETS

1 Measure with arms extended. 2 Measure over garments usually worn underneath. 3 Pass tape around largest part of chest well up under arms and over shoulder blades in back. 4 Number of inches to your size, but you sizes under next larger size. If possible, have someone take your measure.



WOOLENS... FOR WORK... SPORTS OR LEISURE



Gifts to Warm Him

JACKETS BELOW SHOWN ON OPPOSITE PAGE

A He can wear this smart jacket every season of the year. **\$19.95**
In seconds it's ready for winter's worst. Just zip in the lining of long lasting rayon quilted to warm 8-oz. pure wool. Zip out the lining and it's an easy-draping casual for milder weather. 16-oz. rayon sheen gabardine, treated to resist rain and fight off wrinkles even after cleaning. Dressy padded shoulders with ample room for free action. Smooth working zippers on front and 2 upper slash pockets. Large lower saddle pockets with flaps. Front sections of three piece belt are detachable. Average length, 31 inches. *State even chest size 36 to 46 in.*
41 N 4843—Gray, maroon lining 41 N 4844—Teal blue, maroon lining
41 N 4845—Chestnut (med.) brown, green lining. Shpg. wt. 4 lbs. 8 oz., \$19.95

B Luster Twill Surcoat. Will give warmth and comfort for seasons to come. Heavy 8 1/4-oz. twill outer shell tightly woven of 65% rayon and 35% cotton. . . wind resistant. . . water-repellent even after cleanings. Fully insulated with 100% 10-oz. reprocessed wool inner lining quilted to lustrous rayon lining. Deep warm wool pile collar (100% wool face on cotton back that's 28% of total). Zip front, 2 lower slash pockets. Stuffed elastic at waist sides, buckle belt stitched down in back. Knit inner wristlets (50% wool, 50% cotton). Average length, 31 in. Shpg. wt. 4 lbs. 9 oz. *State even chest size 36 to 46 in.*
41 N 4852—Green 41 N 4851—Tan 41 N 4853—Navy blue. . . \$10.70

C A luxury gift with a small price tag. Lustrous rayon sheen gabardine is rain-repellent, wrinkle-resistant even after cleaning. Innerlined with warm 100% reprocessed wool. . . weight in body, 6-oz. weight in sleeves—quilted under rayon. Padded shoulders underarm perspiration guards. Zip front, cigarette pocket. 2-way saddle pockets with flaps. Adjustable tab on sleeves and at sides. Average length, 32 in. Shipping weight 3 pounds 5 ounces. *State even chest size 36 to 46 inches*
41 N 4833—Chestnut (dark) tan 41 N 4834—Slate (medium) gray
41 N 4835—Dark green \$11.40

Long Sizes. Body about 1 1/2 in. longer, sleeves 2 in. Shpg. wt. 3 lbs. 8 oz.
41 N 4837—Chestnut (dark) tan. *State even chest size 38 to 48 in.* \$12.40

D Sheen Gabardine Surcoat. Hard to beat in style and beauty at this low price. Rayon sheen gabardine fully insulated with 100% reprocessed wool—10-oz. weight in body, 8-oz. weight in sleeves—quilted under rayon. Warm wool pile collar (100% wool face on cotton back that's 28% of total fabric). Padded shoulders, 32 in. long. 2 lower 2-way pockets. Detachable belt buttons over elastic inserts at sides. Knit inner wristlets (50% wool, 50% cotton). Shpg. wt. 4 lbs. 5 oz. *State even chest size 36 to 46 inches*
41 N 4874—Slate (med.) gray 41 N 4873—Tan 41 N 4875—Dark green \$12.50

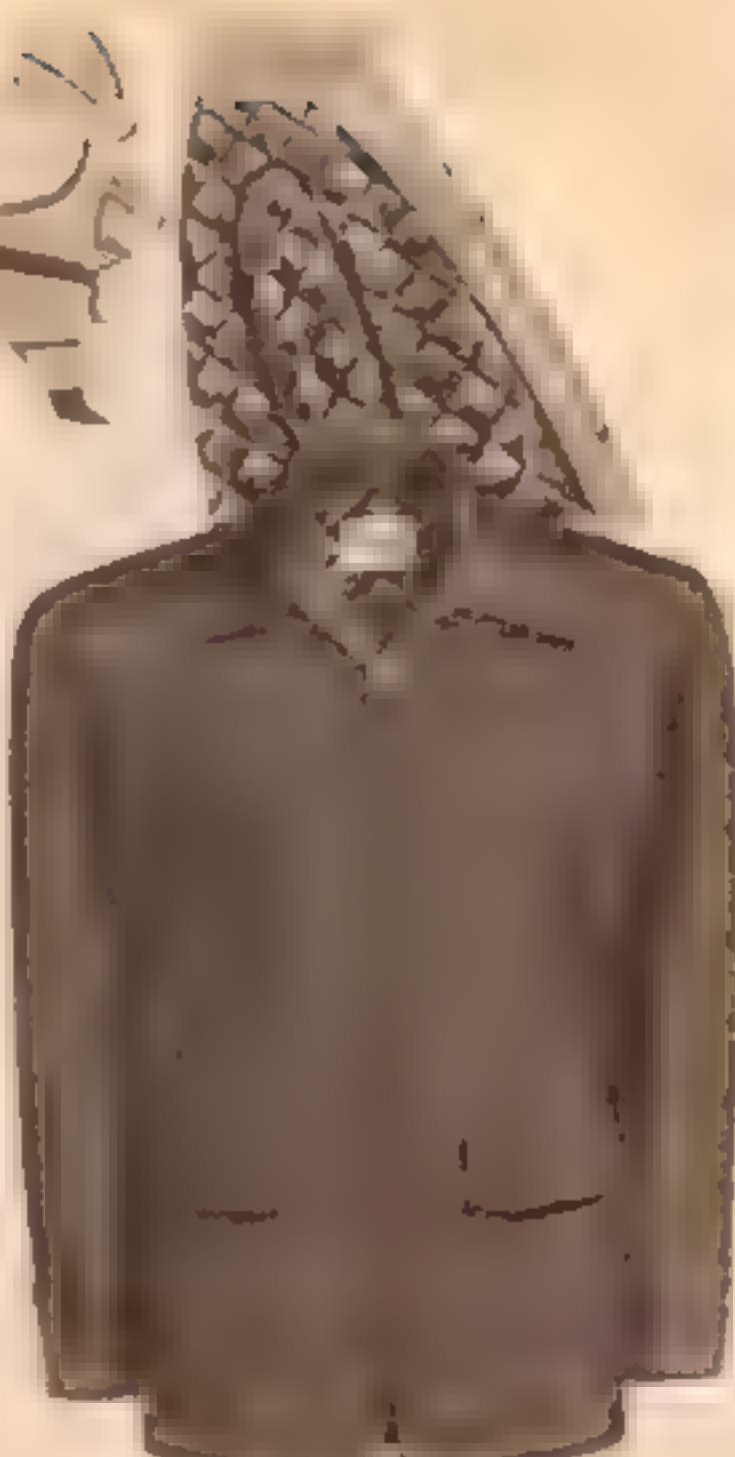
E Nylon Reinforced Gabardine Surcoat. All-weather shell of 85% rayon, 15% nylon. . . water-repellent. . . wind and wrinkle-resistant. Big and soft, warm fur collar. Insulated with warm 8-oz. reprocessed wool quilted under rayon. Free action bi-swing back. Zip front and large vertical chest pocket, 2-way lower pockets. Padded shoulders. Knit inner wristlets (50% wool, 50% cotton). Elastic waist inserts, belt with tunnel loops. Average length, 32 inches. Shpg. wt. 4 lbs. 10 oz. *State even chest size 36 to 46 inches*
41 N 4877—Green 41 N 4876—Tan 41 N 4878—Blue. . . \$15.50

F Nylon Reinforced Wool Surcoat. 20-oz. pure wool interwoven with 10% nylon. Tests show it outwears similar weight woolens. Processed to resist rain. Zip front, 2 lower 2-way pockets with flaps. Coat-type, set-in sleeves for roomy fit. Rayon shoulder yoke. Plain cuffs with button tabs. Unlined. Inside seams taped. . . no rough edges. Average length, 30 inches. Shipping weight 3 pounds 5 ounces. *State chest size small (34-36); medium (38-40); large (42-44); extra large (46-48) inches.*
41 N 2622—Brown and white fancy plaid 41 N 2624—Red and white fancy plaid
41 N 2623—Green and white fancy plaid. . . \$7.65

G Campus-style Leisure Coat. It's warm. . . it's stylish. . . it's casual. . . it's practical and it's priced to ease your Christmas budget. **\$9.70**
Rich textured outer fabric of warm 24-oz. reprocessed wool melton. Insulated with heat-holding 6-oz. reprocessed wool quilted under lustrous rayon lining. Actually 2 layers of wool protection. Contrasting snap fasteners on front and contrasting piping on sleeves. Knit wristlets of 50% cotton, 25% wool, 25% rayon. Two lower "handwarmer" pockets. Average length, 30 inches. Shipping weight 5 pounds 5 ounces. *State even chest size 34 to 46 inches*
41 N 2821—Navy blue 41 N 2822—Green 41 N 2820—Maroon. . . \$9.70

H Quilted Lined Woolen Surcoat. You get double protection in this handsome "chill-chaser." Outer shell of heavyweight 24-oz. reprocessed wool melton keeps out cold and dampness. Insulated with 8-oz. reprocessed wool inner lining quilted under rayon that holds body heat in. Big fur collar turns up around neck. Zip front with all-around removable belt (safety holders on side loops). Knit inner wristlets. Big 2-way lower pockets. Average length, 32 inches. *State even chest size 36 to 46 inches*
41 N 2854—Med green 41 N 2853—Dk. brown. Shpg. wt. 4 lbs. 5 oz. \$14.90

I Nylon Reinforced Mackinaw. . . fully quilted lined for double warmth. Outer fabric of finest pure wool blended with 10% Nylon. . . has 35 to 50% more wear resistance than equal weight woolens. Fully lined with warm 8-oz. reprocessed wool. . . featured in rich colors for work, sports or dress. Innerlined collar and lapels for shape retention. Big notched collar, full cut sleeves and armholes. Two upper muff pockets, 2 lower flap pockets. 3-piece removable belt. Smooth lining. . . piece back. Average length, 32 inches. Shipping weight 5 lbs. 10 oz. *State even chest size 36 to 48 inches.*
41 N 2962—Blue plaid 41 N 2963—Maroon plaid
41 N 2961—Brown plaid. . . \$13.30



Quilted Lined Gabardine

Not high in price, but you get plenty of premium extras in this jacket. **\$9.95**
Outer shell is 2x1-ply combed gabardine (all short coarse fibers reversed and woven 2-ply on the wrong side). Treated to shed rain. Fully lined with 8-oz. wool. Big 2-way saddle pockets (2 with flaps). Built-in padded shoulder tabs at waist. Zip front. Average length, 31 in. Shipping weight pounds 4 ounces. *State even chest size 36 to 46 inches.*
41 N 4804—Brown
41 N 4805—Medium tan. . . \$9.95

Hip-length Reversible

One of the season's latest models. . . style 1 in the catalog put in the catalog. . . **\$11.40**
The reverse side is one Mellonale of warm 24-oz. reprocessed wool. . . reverses to lustrous acetate satin side in matching color. . . resists rain and wind. Roomy raglan shoulders. White piping on sleeves and on pockets. White striped knit cuffs (50% wool, 50% cotton). White snap fasteners on front. Slash pockets. Average length, 30 inches. Shipping weight 4 pounds 8 ounces. *Please state even chest size 34 to 46 in.*
41 N 2712—Maroon melton and acetate
41 N 2714—Green melton and acetate
41 N 2715—Black, maroon acetate. \$11.40



Warm Reversible Surcoat

Changes with the weather. . . gives extra warmth. . . extra protection. **\$10.95**
One side of 20-oz. pure wool harmonizing overplaid. Reverses to Zelan treated cotton poplin water-repellent (even after cleaning). Both sides have zip front and "handwarmer" slash pockets. Coat type set-in sleeves. Average length, 30 inches. Shipping weight 3 lbs. 5 oz. *State even chest size 36 to 46 inches.*
41 N 2704—Tan poplin, tan plaid
41 N 2705—Navy blue poplin, blue plaid
41 N 2706—Green poplin, green plaid \$10.95

Motorcycle Jacket

Tough, lustrous 8 1/2-oz. satin back twill of 65% rayon and 35% cotton. . . water-repellent. . . wind-resistant. Fully lined with rayon quilted to 8-oz. reprocessed wool. Detachable fur collar snaps on or off regular collar. Metal snaps hold down collar, lapels, cigarette pocket flap and epaulet straps. Zippers on 7-inch map pocket, glove pockets and gusset cuffs. Bi-swing action back. Average length, 24 inches. Shipping weight 4 pounds. *State even chest size 34 to 46 inches*
41 N 4251—Green 41 N 4252—Black. . . \$14.50

HOW TO MEASURE JACKETS: Always measure to be sure of a correct fit. [1] Measure with chest expanded. [2] Pass tape around largest part of chest and over most protruding part of shoulder blades, well up under armpits. [3] Measure over garments usually worn underneath, such as a sweater. [4] Number of inches is your size. . . if between sizes, please order next larger size.



B Corduroy
\$19.50



SUPER WARM
Sheeplined
COATS AND JACKETS

A Reduced Moleskin \$15.44



For sub-zero weather, you can't beat sheepskin... only top grade pelts, selected for their thick curly wool, are used by Sears

40-inch \$21.00
48 inch \$27.35

HERCULES

WORK CLOTHING

C Natural Pelt Extension Vest \$9.50



D Moleskin \$14.60

Mackinaws in corduroy or moleskin cloth

Heavyweight outer fabrics resist wind, snags and wear. Sheeplined body—sleeves lined with warm blanket cloth (40% reused wool, 60% cotton). Knit inner wristlets. Big, soft, dark brown fur collar. Double breasted model with all-around belt. Upper pockets and lower flap pockets leather reinforced. Average length, 36 in. *State even chest* 36 to 48 in.

- A** Strong Cotton Moleskin. Tightly woven, strongly stitched. Shpg. wt. 5 lbs. 3 oz. 41 N 1595—Dark brown. Was \$16.50... \$15.44
B Heavy Thickset Corduroy (13-oz. per sq. yd.) Shpg. wt. 5 lbs. 2 oz. *State even chest* size 41 N 1596—Dark brown. \$19.50

Warm sheeplined Ulster in 40 or 48 inch length

Brown and handsome. From the big brown fur collar to the very bottom it keeps you warm in sub-zero weather. Brown cotton moleskin cloth takes rugged wear—sheepskin lined body, sleeves lined with warm blanket cloth (40% reused wool, 60% cotton). Knit cotton inner wristlets. Full cut double breasted style with all-around belt. Four reinforced pockets (upper mull type, 2 lower flap). Extra layer of moleskin cloth extends from below pelt to bottom for greater protection. *State even chest* size 36 to 48 inches

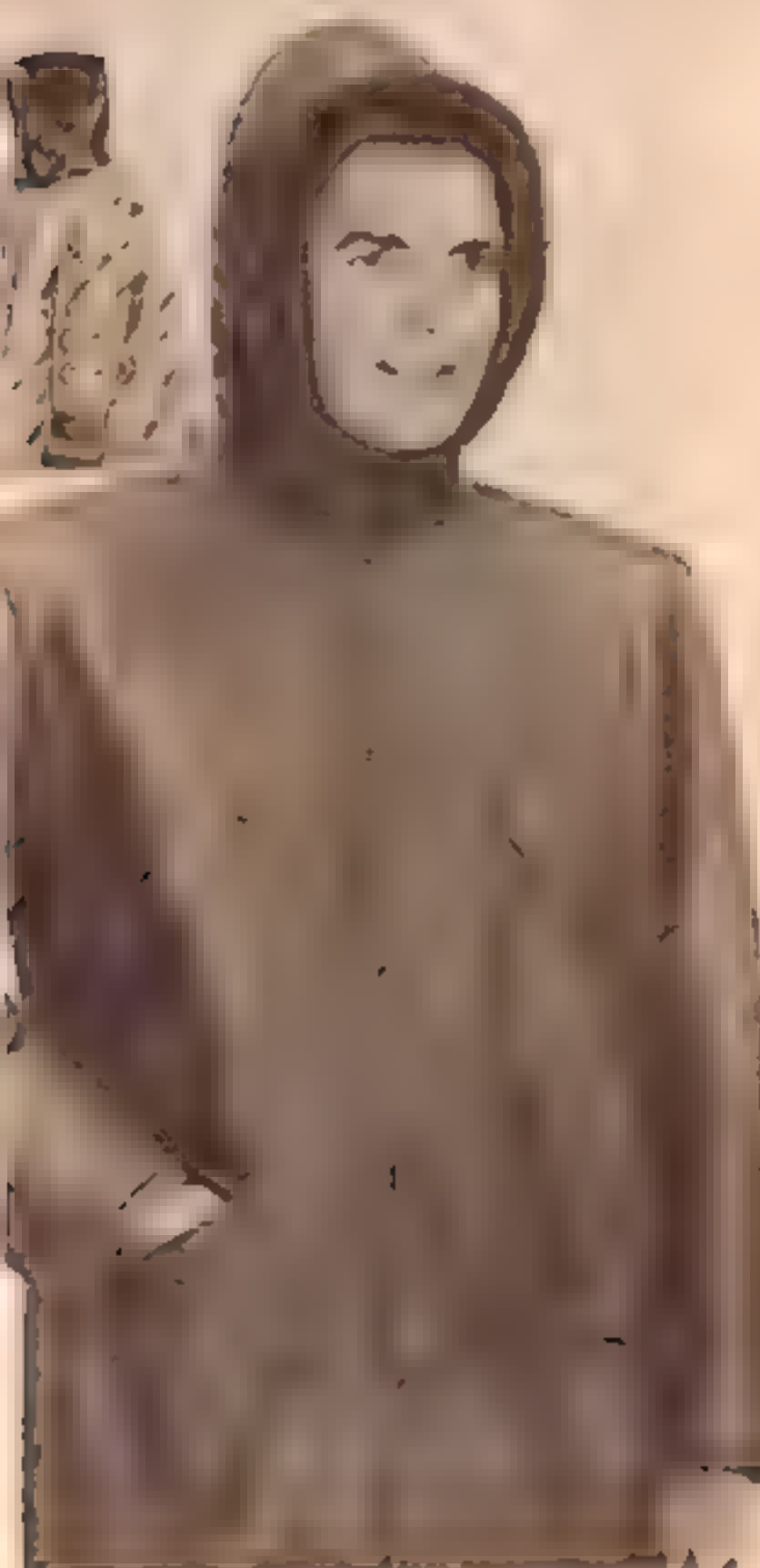
- 41 N 1597—40-in. Shpg. wt. 6 lbs. 8 oz. \$21.00
41 N 1598—48-in. Shpg. wt. 7 lbs. 6 oz. \$27.35

Sheeplined Extension Vest

- C** Natural Pelt Vest. Selected sheepskin pelts extend clear to edges all around. Extension in back reaches to 25 3/4 inches for extra protection. Patch pockets of similar pelts, reinforced at corners with rivets that are strongly anchored on inside. Taped outside edges. *State chest size* small (34-36), medium (38-40); large (42-44); extra large (46) inches. Shipping weight 3 lbs. 10 oz. 41 N 1500—Natural pelt... \$9.50

Moleskin B-13 bomber type

- D** A real cold weather "knock-about"... ideal for work or sports. Heavy cotton moleskin lined with thick sheepskin—sleeves lined with warm blanket cloth (40% reused wool, 60% cotton). Warm fur collar. Zip front, reinforced slash pockets. Knit cuffs, waistband of 50% wool, 50% cotton. Moleskin cloth inside facings. Average length, 26 in. *State even chest* 36 to 48 in. Shpg. wt. 4 lbs. 3 oz. 41 N 1553 Seal (dark) brown \$14.60



Super Warm B-9 Hooded Parka Coat

\$2295 \$2.50 Cash **Down**

Every feature packed full of warmth and wear. Heavy 9-oz. combed cotton twill outer fabric is Zelan treated to repel water. Body and sleeves lined with warm 16-oz. reprocessed wool quilted under rayon. Hood and chin strap lined with warm fur. Zip front, with overlapping button fly. Two upper storm pockets, 2 lower flap pockets. Knit inner wristlets of 50% wool, 50% cotton. Average length, 33 inches. Shipping weight 3 pounds 3 ounces. *State even chest size* 36 to 48 inches. 41 N 4964—Olive drab \$22.95

How to Measure Jackets: (1) Measure with chest expanded. (2) Pass tape around largest part of chest, well up under arms. (3) Measure over garments usually worn underneath. (4) Number of inches is your size. If between sizes, order next larger size. Allow 10% ease.



\$990
Reg. size

Extra sizes available

Warm 33-oz. Woolen Melton Mackinaw. Tightly woven of 100% reprocessed wool. Body lined with plaid cotton flannel, cotton twill in sleeves. Stitched down in back, front sections removable. Average length, 32 in. *State even chest* 34 to 48 inches. 41 N 2901—Navy blue. Shpg. wt. 5 lbs. 7 oz. \$9.90
41 N 2902—Tall Sizes. Avg. length, 34 in. *State even chest* 38 to 48 in. Shpg. wt. 5 lbs. 15 oz. \$11.90
41 N 2903—Large Sizes. Avg. length, 32 in. *State chest* 34 to 48 in. Shpg. wt. 5 lbs. 15 oz. \$12.65



\$1390

Navy-style Deck-type Jacket it's rugged and warm. Outer fabric of 9-oz. vat-dyed combed cotton sateen. Zelan treated to repel water. Fully lined with warm pile (50% wool, 50% Alpaca on cotton back that's 46% of total). Zip front with button fly... drawstring at bottom. Knit wristlets (50% wool, 50% cotton). Average length, 28 inches. *State even chest* 36 to 48 inches. Shpg. wt. 3 lbs. 8 oz. 41 N 2904—Navy blue \$13.90

Sets and open Stock Prices Cut 15% to 50%



**Save \$2.55 on
26-pcs. in Chest**

Wol 116.95

\$1440

HARMONY HOUSE

AA+ Silverplate

**Save \$1.75 on
34-pcs. in Chest**

WOL \$20.95

\$1780



















Save \$1.88 on 57-pcs in Chest **\$2762**
Was \$32.50 NOW \$3.00 Down

Save \$8.65 on 81-pcs. in Chest **\$3460**
Was \$43.25 CUT 20% \$3.50 Down



Guaranteed 25 years

MAYTUNE SERENADE CLASSIC DANISH QUEEN
FRIGATE Made in U.S.A.

Laboratory Tests proved AAS  **Water & Sewer**  **Water**  **Water**  **Water**
and locks are **rigid**  **Water**  **Water**  **Water**  **Water**
PLEASE NOTE: No other  **Water**  **Water**  **Water**  **Water**
Queen cannot be **enclosed**  **Water**  **Water**  **Water**  **Water**
ORDERS

Save \$2.55 on 26-pc. Set

[illegible]

4 N R7860M—Regular, Shpg. wt. 7 lbs. Save 15% \$14.40
4 N R7861M—Grade, Shpg. wt. 7 lbs. Save 15% 14.40

Save \$1.88 on 57-pc. Set

1/2 Teaspoon * Ketchup 8 Forks 8 Oval Soup Spoons
* Sugar 1 Forks 1 (serving) Tablespoons 1 Butter Knife
Sugar Syrup 1/2 Measuring Cup 1 Baking Spoon
1 Teaspoon 1 Pinch of Pepper 1 Pinch of Salt

De Luxe Service for a Home. The new oak and glass wood chest, lined with anti-tarnish red cotton duvion to keep her silver bright. 29x11 1/4 x 3 1/4 in. *Stark pattern.*

4NR7884M	Regular	27 52
4NR7885M	Green	27 52

Save \$3.15 on 31-pc. Set

8 Teaspoons 4 Knives 1 Butter Knife 1 Sugar Spoon
8 Oval Soup Spoons 1 Butter Knife 1 Sugar Spoon
Basic Setting for 8

[illegible]

Page 10 of 10

4NR7880M-Regular, Shpg wt 8 lbs () 5'7 80

Save \$8.65 on 81-pc. Set

$$\begin{aligned} 1. & \quad [C(x), y] \vdash_K [x] \quad [x] \vdash_{\text{K}} (y) \vdash_{\text{K}} S(x, y) \vdash_{\text{K}} y \\ 2. & \quad S(x, y) \vdash_{\text{K}} y \quad \text{---} \quad [x] \vdash_{\text{K}} S(x, y) \vdash_{\text{K}} y \vdash_{\text{K}} y \vdash_{\text{K}} y \\ S(x, y) \vdash_{\text{K}} S(x, y) \quad \text{---} \quad (M_{\text{K}}) \vdash_{\text{K}} (x) \vdash_{\text{K}} \frac{1}{2} \text{CT} \vdash_{\text{K}} S(x, y) \\ (x) \vdash_{\text{K}} (x) \vdash_{\text{K}} y \quad \text{---} \quad (x) \vdash_{\text{K}} (x) \vdash_{\text{K}} y \vdash_{\text{K}} S(x, y) \end{aligned}$$

Complete Service for 12 _____
grained wood chest lined with anti-tarnish red cotton
duvetyne. 19x11x6x14 in. Please state bottom.

4 N R788AM Rn 300 14 \$34.60
4 N R788AM Gr 4 4 34.60

Matching Shakers CUT 30%

Striking silverplated salt and pepper
shakers to match H&R pattern. *Never need* **\$1.88**
polishing . . . just wipe with damp cloth. 5½ in. tall.
State pattern: (1) Maytime (2) Serenade (3) Classic
Filigree (4) Danish Queen. Nicely boxed, ready for
gifts. Price includes 20% Federal Excise Tax
4 N 8849ME—Shipp ~~ed~~ *with* ~~in~~ *box*
Pair ~~is~~ *at* \$2.99 Now \$1.88

745W 5:00



Sale of Open Stock

And such a sale will lift D from 15% to full 50%
 Bonus
 If
 D

Prices SLASHED 50%

State Pattern	Catalog No.	Wt.	Price	Now
Cream Soap Spoons	4 N R 7802 M	0 oz	4 for \$ 2.25	For \$ 1.62
4 N R 7803 M	0 oz	4 for	\$ 2.25	For \$ 1.62
Butter Spoons	4 N R 7841 M	5 oz	100	1.62
Coffee Spoons	4 N R 7871 M	5 oz	100	1.62
Sugar Spoon	4 N R 7807 M	3 oz	2-1/2 for	1.30
Butter Knife Spoons	4 N R 7847 M	6 oz	2-1/2 for	1.50

Prices REDUCED 30%

							Now
Saleswoman	4	N	A7807M	5.02	6	for 3	for \$2 62
Placed Pastry Server	4	N	A7816M	5.02	1	1	87
Berry Spoon	4	N	A7811M	6.02			87
Cold Meat Fork	4	N	A7827M	6.02	1	1	87
Cup & saucer	4	N	A7808M	5.02	1	1	87
Ice & Server	4	N	A7829M	5.02	1	1	87
Wine spoons	4	N	A7806M	6.02	6	for	1,600 for 1,12
Setter Knife	4	N	A7843M	3.02			Es. 60 Es. 42

Prices REDUCED 15%

[illegible]



PERMANENTLY SWEET MEAT S. NAPA ME. SPINING
BY

Sale of Open Stock

Just look at these savings... a great 1/2 off 1200 and
 1000! Bonus gift too... a \$500 gift and best
 of all... it's all yours for just \$100! Total \$56.75. For single pieces divide by 6. State Pattern

Prices SLASHED 50%

State Pattern	Catalog No.	Here	Now	Unit
Cocktail Forks	4NR8021M	6 for \$7.50	for \$3.50	6 oz
Fruit Spoons	4NR8003M	6 for 4.75	for 2.37	6 oz
Cream Soup Spoons	4NR8007M	6 for 7.00	for 3.50	8 oz
Round Soup Spoons	4NR8004M	6 for 7.00	for 3.50	8 oz
Piecer, Past & Server	4NR8065M	1 for 1.25	for 1.25	4 oz
Large Berry Spoon	4NR8113M	1 for 1.25	for .97	
Cream Med. Spoon	4NR8027M	1 for 1.25	for 1.25	
Ice Cream Scoop	4NR8110M	1 for 1.25	for 1.25	
Ice Cream Server	4NR8022M	1 for 1.25	for 1.25	
Pieced Server	4NR8047M	1 for 1.25	for 1.25	
Ice Drink Spoons	4NR8005M	6 for 4.75	for 3.50	

Prices REDUCED 30%

State Pattern	Catalog No.	Here	Now	Wt.
Butter Knife	4 N R8043M	Ea. \$1.25	Ea. \$.87	3 oz.
Sugar Spoon	4 N R8007M	Ea. 1.25	Ea. .87	2 oz.
Tablespoons	4 N R8003M	6 for 7.50	6 for 5.25	1 lb. 1 oz.
Coffee Spoon	4 N R8006M	6 for 3.50	6 for 2.45	2 oz.

Prices REDUCED 20%

State Pattern	Catalog No.	Was	Now	Wt.
Teaspoons	4NRB000M	6 for \$1.75	6 for \$3.00	8 oz
Oval Soup Spoons	4NRB001M	6 for 7.00	6 for 5.60	12 oz
Reg. Dinner Knives	4NRB032M	6 for 11.16	6 for 11.16	b oz
Reg. Dinner Forks	4NRB031M	6 for 11.16	6 for 5.60	14 oz
Gr. & Reg. Knives	4NRB031M	6 for 11.16	6 for 11.16	b oz
Gr. & Reg. Forks	4NRB035M	6 for 11.16	6 for 5.60	14 oz
Spish. Knives	4NRB130M	6 for 15.00	6 for 15.00	b oz
Sa. & Forks	4NRB011M	6 for 5.60	6 for 5.60	9 oz
Butter Spreaders	4NRB041M	6 for 7.00	6 for 5.60	9 oz

Order regularly—get your catalogs regularly.



Saves \$11.35 on
52-pcs. In Chest NOW \$45.40 \$5.00
Was \$56.75 Down

Save \$20.00 on
76-pcs. in Chest
Was \$80.00

CUT
25% \$60.00 \$6.00
Cash Down

Another 4 STAR Feature — The 4 STAR line of ladders is made of aluminum, not steel. The FOUR models are the only ones in the line that have hollow handles. The 4 STAR ladders are also the only ones that have a built-in step.

REMEMBER... no charge for engraving see page 73. ~~Make certain~~ size number from JFR Initial II correctly engraved
may not be returned. NO C.O.D. ORDERS

Save \$7.40 on 26-pc. Set

6 Teaspoons 6 Dinner Forks 6 Dinner Forks
6 Oval Soup Spoons 6 Butter Knives 1 Sugar Spoon
Service for 6. 12 place and 12 place chest in dark or
white lacquer finish. 12 place chest with 12 place chest finish
and pattern
4 NR8076M—Regular. Shpg. wt. 10 lbs. Save 20% \$29.40
4 NR8077M—Grille. Shpg. wt. 10 lbs. Save 20% 29.80

Save \$9.00 on 34-pc. Set

8 Teller Knives	8 Dinner Knives	8 Dinner Forks
8 Cold Soup Spoons	1 Hammer Handle	1 Sugar Spoon
Basic Service for 8		
4 N R8066M - Regular \$11.95 ea. 1 lb. Size \$16.00		
4 N R8767M - Grade 304 SS 11 lb. Size 20% 36.00		

Save \$11.35 on 52-pc. Set

De Luxe Service for 8. 1 Fork at each place, 1 Spoon, 1 Butter Knife
in dark or blonde mahogany finish with expensive cotton
vee-lined lining. 17x11½x5½ w. smooth steel finish, handles.
M R0092M—Regular. Ship wt. 12 lbs. **Sale 20% \$45.40**
M R0093M—Grille. Ship wt. 12 lbs. **Sale 20% \$5.40**

Save \$20.00 on 76-pc. Set

24 Teaspoons 12 Dinner Knives 12 Dinner Forks
12 Oyster Knives 12 Salad Forks 1 Butter Knife
2 Serving Tablespoons 1 Sugar Spoon

Complete Service for 12 If a set is being sold for a special price, the number of pieces in the set will be indicated.

4 NRB264M Regular Shape wt 15 lbs. Size 2 1/2" \$60.00
4 NRB265M Gentle Shape wt 15 lbs. Size 2 1/2" 60.00

Matching Shakers CLT 30%

Bea Sa a c Pepper S a e r q u a c
 r u t e a c p i t e l t e r t r i g l e l a q u e r e d \$3.15
 * e a s e e d t o b o n e s s i m p l y w i p e w i t h d a m p
 i t s o f f t h e c a r p a t e r n (1) P e r s o n a l i t y
 S w e e h e a r S o n g s 3 4 M e r c y G l o r y N i c e l y
 b a n k e d t a x e s P r a y e r m e t e r s P e t E x t r a T a x
 4 N 8870ME—Shipping weight 1 1 5 (2
 Pair It at \$4.40 Now \$3.15



PAGE 71. SILVERWARE



Our Finest Silverplated Tea-Coffee Service

Buy Set and Save 10%
over Separate Prices



Lavish "Princess Elizabeth" Border

Extra heavy silver over copper. Hand-applied, hand cut border. 9-cup coffee pot 10 in. 7-cup teapot 9 in. Sugar, creamer each 4 1/2 in. 3 1/2 x 14 in. with handles. SAVE \$7.15 on 5-pcs. Shpg. wt. 22 lbs.

4N8822KME

Now \$64.77

Save \$5.55. 4 pieces... without Teapot.

4N8823ME-Shpg. wt. 15 lbs. \$49.85

4N8825ME-Coffee Pot. 4 lbs. 15.95

4N8826ME-Teapot. 4 lbs. 15.95

2-pc. Sugar and Creamer Set

4N8830ME-Shpg. wt. 2 lbs. \$15.95

4N8831ME-Tray. Wt. 1 lb. 20.50

Luxurious border on heaviest silver over heaviest copper. 10-cup coffee pot is 10 in. tall 8-cup teapot 9 in. Sugar is 4 1/2 in. Creamer 4 1/2 in. 3 1/2 x 14 in. with handles. SAVE \$7.75 on 5-pcs. Shpg. wt. 22 lbs.

4N8874ME

Now only \$69.60

Save \$6.00. 4 pieces... without Teapot

4N8874ME-Shpg. wt. 1 lb. \$34

4N8874ME-Coffee Pot. Wt. 4 lbs. 17.95

4N8874ME-Teapot. Shpg. wt. 4 lbs. 17.95

2-pc. Sugar and Creamer Set

4N8874ME-Shpg. wt. 2 lbs. \$17.95

4N8874ME-Tray. Wt. 1 lb. 20.50

GOOD NEWS...

Big Sale

ON HOLLOWARE

Gadroon Silverplated Holloware
SLASHED \$2.00 on each piece

Each WAS \$8.95 CUT TO \$6.95

Sterling Silver Gifts at
One Sensational LOW PRICE

\$5.89 FOUR CUT from \$6.39



- Build box DYN coffee set... extra...
A Gadroon Tray 15 in. with handles...
4N8724ME Wt. 4 lbs. 8 oz. Now \$6.95
B Gadroon Coffee Pot. Holds 8 full cups...
4N8821ME Wt. 4 lbs. 8 oz. Now \$6.95
C Gadroon Sugar Bowl and Cream Pitcher...
4N8799ME Shpg. wt. 1 lb. 8 oz. \$6.95
D Gadroon Covered Veg. Dish...
4N8727ME Wt. 1 lb. 8 oz. Now \$6.95
E Gadroon Water Pitcher. 1re lip. 2-qt.
4N8835ME Wt. 1 lb. 8 oz. \$5.95
F Gravy Boat... 9x5 1/2 in. stand.
4N8834ME 4 in. tall Wt. 1 lb 10 oz. 6.95
G Gadroon Well, Tree Platter. 16x12 in.
4N8808ME Wt. 3 lb. 8 oz. Now \$6.95

- NEW Larger Sterling Compote Dish...
4N8738E-3 in. tall. Wt. 1 lb. 8 oz. \$5.89
NEW Larger Sterling Compote Dish...
4N8732E-5 1/2 in. Wt. 1 lb 8 oz \$5.89
Sterling Mayonnaise Dish. 3-in. Lidie.
Gadroon rim. 3 in. tall, 4 1/2 in. diam.
4N8823E Wt. 1 lb 8 oz. Now \$5.89

- Sterling Candelabra...
4N8797E Pair 4 1/2 x 11 in. Now \$5.89
Salt, Pepper Shakers 4 1/2 in. Wt. 8 oz.
4N8804E Pair 4 1/2 x 11 in. Now \$5.89
NEW Sterling Urn Style Salt and Pepper Shakers. 4 in. tall Shpg. wt. 10 oz.
4N8850E... At this low, low price \$5.89
Sterling Candlesticks. 3 in. Wt. 1 lb. 8 oz.
4N8801E Pair Wt. 4 1/2 x 11 in. Now \$5.89

Silverplated Specials

- Carefully fashioned of silver over copper.
R NEW dainty styled Creamer and Sugar on Tray... and a...
7 1/2 x 5 1/2 in. overall
4N8759E-Shpg. wt. 1 lb. 14 oz. Set \$4.49
S Gadroon Bordered Sugar and Creamer Tray. Sugar 3 1/2 in., Creamer 3 in.
4N8813E Tray 9 1/2 x 6 in. 2 lbs. Set \$6.95
T Footed Silent Butter for...
4N8806E-Shpg. wt. 1 lb. 6 oz. \$7.50
V Covered Butter Dish. Remo...
4N8758E 7 1/2 x 4 in. Wt. 2 lbs. \$4.95
W Bread Tray with...
4N8784E 1 x 1 1/2 in. Wt. 1 lb. \$3.98



Fancy Silverplated Shakers

- SAVE 10% on ANY Two Pairs of these salt and pepper shakers. Shpg. wt. each pair 1 lb. 3 oz.
Aladdin's Lamp...
4N8857GE Pair \$1.39... Two pairs \$2.50
Troy...
4N8858GE Pair \$1.39... Two pairs \$2.50
Grecian Urn...
4N8872GE Pair \$1.39... Two pairs \$2.50
AA Persian Market... slender neck. 4 1/2 in.
4N8873GE Pair \$1.39... Two pairs \$2.50

PLEASE NOTE. All prices on page include 20% Federal Excise Tax



Sterling Specials

- BB Candlesticks. 2 1/2 in. tall
Shipping wt. 1 lb. 8 oz.
4N8778GE pair \$3.95
CC Candle Snuffer...
4N889GE Wt. 6 oz. \$2.98
Candlelight Special...
4N889GE Wt. 6 oz. \$2.98
DE 3 Pairs Individual Salt Pepper Shakers. 1 1/2 in. Base.
4N889GE Wt. 6 oz. \$3.95
EE Lowest Priced Sterling Sugar, Creamer we've seen...
4N8795E Wt. 1 lb. 8 oz. \$9.30





Biggest Christmas
values EVER on
all this silver

Buy \$25.00 or
more of any sil-
ver on this page
and we'll send
you at no extra
charge this fine
\$4.95 anti-tar-
nish Silver Chest

COMMUNITY PLATE

By Oneida Ltd.

Made in U. S. A.

After Dinner
Coffee Spoon 78¢ Each Engraving
Included

Lustrous silverplate beauty. Knives and forks
regular or grille. Knives have hollow handles,
reinforced where there's most wear. Guar-
anteed to last. No charge. See below Evening Star
shown. State style number, print initial
STATE PATTERN Lady Hamilton,
Coronation, Morning Star, Evening Star or
White Orchid

1847 ROGERS BROS.

By International Silver Co.

Made in U. S. A.

After Dinner
Coffee Spoon 71¢ Each Engraving
Included

Five lovely silverplate patterns for gifts with
romantic enchantment. Knives and forks are
longer handles) Knives have hollow handles,
original defects in workmanship and material
styles shown below. Daffodil cannot be en-
graved. State style number, print initial
STATE PATTERN Daffodil, Adoration,
Eternally Yours, First Love or Remembrance

FINE QUALITY STERLING SILVER

Made by World's Largest Silver Manufacturer

After Dinner
Coffee Spoon \$1.30 Each Engraving included
at no extra charge

When the COMPARE this with any other sterling for beauty and craftsman-
ship she too will be convinced there is no finer gift in sterling. Made by world's
largest manufacturer. (naturally LOW PRICES yes, as low as \$1
stamped "sterling" on back. Heritage quality means it is SOLID SILVER
(regular), others in proper proportion. Turkish knives are perfect for
occasion. Hollow handle knives, forged stainless steel blades. No charge for
engraving, see below. Souja cannot be engraved. State style number, print
initial STATE PATTERN Splendor, Souja, Moon

ORDER \$25.00 OR MORE OF ANY SILVER BELOW and give her the beautiful anti-tarnish chest above at no extra charge. 1847 Rogers, Community are POSTPAID

Name of Item	Community Plate	1847 Rogers Bros.	Sterling	Name of Piece	Community Plate	1847 Rogers Bros.	Sterling
	No. 6 for Catalog No. 6 for	Catalog No. 6 for	Catalog No. 6 for		Catalog No. 6 for	Catalog No. 6 for	Catalog No. 6 for
Oval Soup Spoons	4NRB01MT \$4.65	4NRB100MT \$4.50	8 4NRB576ME \$1.98	Soup Forks	4NRB219MT \$9.30	4NRB119MT \$9.00	9 4NRB579ME \$3.20
Cream Soup Spoons	4NRB201MT 9.30	4NRB101MT 9.00	12 4NRB577ME 2.95	Butter Spreaders	4NRB241MT 9.30	4NRB141MT 9.00	9 4NRB581ME 2.60
Round Soup Spoons	4NRB204MT 9.30	4NRB104MT 9.00	12 4NRB583ME 1.30	Fruit Spoons	4NRB243MT 9.30	4NRB143MT 9.00	9 4NRB583ME 1.30
Tea Spoons	4NRB206MT 4.65	4NRB106MT 4.25	7 4NRB584ME 3.10	Large Soup Forks	4NRB207MT 2.05	4NRB107MT 1.50	3 4NRB590ME 3.20
Iced Drink Spoons	4NRB205MT 9.30	4NRB105MT 9.00	4NRB585ME 3.45	Large Salad Spoons	4NRB203MT 1.55	4NRB103MT 1.50	4 4NRB582ME 5.75
Grille or viande Knives	4NRB231MT 15.54	4NRB131MT 15.00	1 4NRB578ME 4.25	Large Cold Meat Fork	4NRB227MT 2.85	4NRB127MT 3.00	7 4NRB587ME 7.75
Individual Steak Knives	4NRB232MT 9.30	4NRB132MT 9.00	14 4NRB583ME 2.10	Carving Fork, Knife	4NRB225MT 1.75	4NRB125MT 1.75	3 4NRB586ME 7.75
Grille or viande Forks	4NRB215MT 9.30	4NRB115MT 9.00	6 4NRB583ME 2.10	Pick Fork	4NRB219MT 1.75	4NRB119MT 1.75	3 4NRB586ME 7.75
Cocktail or oyster Forks	4NRB221MT 9.30	4NRB121MT 9.00	6 4NRB583ME 2.10	Carving Fork, Knife	4NRB219MT 1.75	4NRB119MT 1.75	3 4NRB586ME 7.75

ENGRAVING Instructions

NO CHARGE FOR ENGRAVING. Choice 3 styles (1) Script (2)
Block (3) Old English. Silver correctly engraved may not be re-
turned. NO C.O.D. ORDERS. State style number, print initial.

FACTS ABOUT SILVERWARE

Grille (viande) has shorter blades, and tines, longer handles.
SILVERWARE is pure silver electroplated to base metal. STERLING
is 92.5% silver with 7.5% copper for hardness, better color wear.



ANTI-TARNISH
Silverware Chests

SAVE \$5.00 on
Table-Chest
Was \$18.95 Slashed to \$13.95

Many...
...rubber
...nations
...adver
...cloth
...150-pc
...chest
...has
...groov
...easy
...25 in.
...13 lbs
...\$13.95

Chest protects
150-pcs silver

Holds 90 pcs. \$4.95

Well made of solid wood with
walnut finish. Lined with anti-
tarnish green cotton duvetyne to
protect the gleam of her silver.
Loops in lid hold 10 knives.
Measures 11 1/2 x 11 1/2 x 4 1/2 in.
all. Shipping weight 5 pounds.
4N 07466, \$4.95

Holds 125-pcs. \$6.95

Larger chest, with curved front
and sides. Solid wood with rich
walnut finish, also harmonizes
with mahogany furniture. Lined
with anti-tarnish red cotton
duvetyne. Measures 11 1/2 x 11 1/2 x 4 1/2 in.
all. Shipping weight 7 lbs. \$6.95
4N 07454-Shpg. wt. 7 lbs. \$6.95

Holds 150-pcs. \$8.90

Hand-rubbed with 3 coats of lac-
quer. Deep mahogany finish
over solid wood. Blue velvet
(cotton) anti-tarnish lining. Felt
tabs on feet protect furniture.
Measures 11 1/2 x 11 1/2 x 4 1/2 in.
all. Shipping weight 8 lbs. \$8.90
4N 07481 \$8.90
4N 07477-Blonde mahogany \$8.90

20% Federal Tax included on prices where E is added to catalog number. Easy Terms on page 353

PAGE 73 . . SILVERWARE CHESTS



Women and "Junior Miss" will always treasure Something Sentimental



Jr. Miss Favorite

Bracelet	Locket	SAVE on Set
\$3.98	\$2.19	\$4.98

Beauty of both Locket and Matching Expansion Bracelet are increased by tiny bright shield in corner to be placed over the "HER" or "JUNIOR MISS" border that enhances center "bouquet." *Print 1 initial*
 4NR5735E—SAVE on Set. Shpg. wt. 4 oz. \$4.98
 4NR5736E—Bracelet. Shpg. wt. 3 oz. 3.98
 4NR5737E—Locket, 15-in. chain. Shpg. wt. 3 oz. 2.19

Women's 2-initial Set

Bracelet	Locket	SAVE on Set
\$3.95	\$2.29	\$5.98

Wish this Expansion Bracelet and matching Locket to be engraved on both its graceful—full style initials. *Print 1 or 2 initials*
 4NR5865E—SAVE on Set. Shpg. wt. 8 oz. \$5.98
 4NR5866E—Bracelet $\frac{1}{4}$ in. wide Shpg. wt. 6 oz. 3.95
 4NR5877E—Locket, 18-in. chain Shpg. wt. 4 oz. 2.29

NOTICE FOR PAGE: Women's and Junior Misses Jewelry is 1/20 12K yellow gold filled unless stated otherwise. Locket open to hold 2 pictures (except No. 4). Stainless steel bracelet has 22 Initials at no extra charge when stated. See engraving instructions on opposite page. Beautifully boxed for gifts.

Popular Matching Expansion Bracelet and Locket Sets ... captivating glamor for "your lady fair" of any age



Junior Miss 2-pc. Matching Sets

- Three-tone Set has hand-engraved bird in rose on green and gold. *Print 2 initials for twinning hearts*
 4NR5847E—SAVE on Set. Shpg. wt. 4 oz. \$5.98
 4NR5848E—Bracelet. Shpg. wt. 4 oz. 3.98
 4NR5849E—Locket, 15-in. chain. Shpg. wt. 3 oz. 2.89
- Popular all-over design. Gold-plated bracelet
 4NR5845E—Set, 15-in. chain. Shpg. wt. 4 oz. \$3.49
 4NR5846E—Bracelet. Shpg. wt. 3 oz. 2.29
- Two-Initial Set with floral border that frames shimmering bright hearts. *Print HER 2 initials*
 4NR5898E—SAVE on Set. Shpg. wt. 4 oz. \$5.49
 4NR5899E—Bracelet. Shpg. wt. 3 oz. 3.69
 4NR5903E—Locket, 15-in. chain. Shpg. wt. 3 oz. 2.79
- Pendant Set. Simulated ruby, emerald or sapphire
 4NR5822E—Set, 18-in. chain. Shpg. wt. 4 oz. \$5.98
 4NR5821E—Bracelet. Shpg. wt. 3 oz. 4.49

Women's Bracelet and Locket Sets

- Genuine CUT Diamond Set that will show her high class taste. Yellow gold. Set includes 22 Initials. 22 Initials shines in each heart that has lovely engraved accents. New expensive engine-turned design for extra touch of elegance. *By far our most romantic set.*
 4NR5708E—SAVE on Set. Shpg. wt. 8 oz. \$9.98
 4NR5709E—Bracelet. (About $\frac{1}{4}$ in. wide) Wt. 6 oz. 6.98
 4NR5710E—Locket, 18-in. chain. Shpg. wt. 6 oz. 3.98
- Our finest Three-tone Set. Hand engraved to bring out daintiness of rose and green tones on yellow gold. *Print 1 initial for highly polished hearts.*
 4NR5817E—Bracelet. Shpg. wt. 6 oz. \$4.59
 4NR5814E—Set, (18-in. chain) Shpg. wt. 8 oz. 6.98
- Budget-priced Three-tone Set. Pastel rose and green tones on yellow gold. *Print HER initial.*
 4NR5890E—Bracelet. (About $\frac{1}{4}$ in. wide) Wt. 6 oz. \$3.79
 4NR5889E—Set (18-in. chain) Shpg. wt. 8 oz. 4.98

Lovely Locket and Crosses ... so beloved by Women and Jr. Misses

- 1/20 12K yellow gold-filled Cross—plain box
 4NR5810E—1 chain $\frac{1}{4}$ -in. size. Wt. 4 oz. \$1.39
 4NR5851E—Same Cross in Sterling Silver 1.18
 Plastic Cathedral Gift Box with Crosses below (shown above)
- 10K yellow gold Cross, with engine-turned design
 4NR5873E—15-in. chain. $\frac{1}{4}$ -in. size. Wt. 3 oz. \$5.98
 4NR5874E—Same, 1/20 12K yellow gold filled 3.60
- Genuine Diamond in rich 10K yellow gold Cross
 4NR5858E—15-in. chain. $\frac{1}{4}$ -in. size. Wt. 3 oz. \$6.29
 4NR5859E—Same, 1/20 12K yellow gold filled 4.59
- Larger 10K yellow gold Cross with engraved design. 1 in.
 4NR5853E—18-in. chain. Shpg. wt. 4 oz. \$5.98
 4NR5854E—Same, 1/20 12K yellow gold filled 4.25
- Genuine Diamond in large 10K yellow gold Cross
 4NR5857E—18-in. chain 1-in. size. Wt. 4 oz. \$7.98
- Three Diamonds in center of 10K yellow gold Cross with
 4NR5852E—18-in. chain 1-in. size. Wt. 4 oz. Our finest \$8.98



- Holy Book Locket with Lord's Prayer inside. Mother of pearl inlay is a perfect background for simple Cross
 4NR5801E—15-in. chain. $\frac{1}{4}$ -in. size. Shpg. wt. 4 oz. \$2.98
- Three-tone Locket—engraved green and gold on yellow gold. *Print 1 initial*
 4NR5819E—15-in. chain. $\frac{1}{4}$ -in. size. Shpg. wt. 4 oz. \$2.79
- Locket with old-fashioned floral design. *Print 1 initial*
 4NR5802E—15-in. chain. $\frac{1}{4}$ -in. size. Wt. 4 oz. \$1.98
- Genuine Clousonne Locket. Polished gold plate
 4NR5894E—15-in. chain. $\frac{1}{4}$ -in. Shpg. wt. 4 oz. 1.09
- 10K yellow gold Locket with Genuine Diamond
 4NR5810E—18-in. chain. $\frac{1}{4}$ -in. size. Wt. 4 oz. 11.25
 4NR5808E—Same without Diamond. *Print 1 initial.* 9.98
- Our Largest hand-engraved three-tone Locket, 1-inch size. Rose and green tones on yellow gold. *Print 1 initial*
 4NR5876E—18-in. chain. Shpg. wt. 4 oz. \$3.98
- Personalized Hand-engraved Locket. Rose and green tones on yellow gold. *Print 1 initial*
 4NR5815E—18-in. chain. $\frac{1}{4}$ -in. size. Wt. 4 oz. \$3.59
- NEW Two-tone Sterling set in 1/20 12K gold filled
 4NR5800E—18-in. chain. $\frac{1}{4}$ -in. size. Shpg. wt. 4 oz. \$2.98
- Personalized Floral Locket—engraved. *Print 1 initial*
 4NR5816E—18-in. chain. $\frac{1}{4}$ -in. size. Wt. 4 oz. \$2.39

Luxurious Gold Filled Jewelry

is a Joy Forever

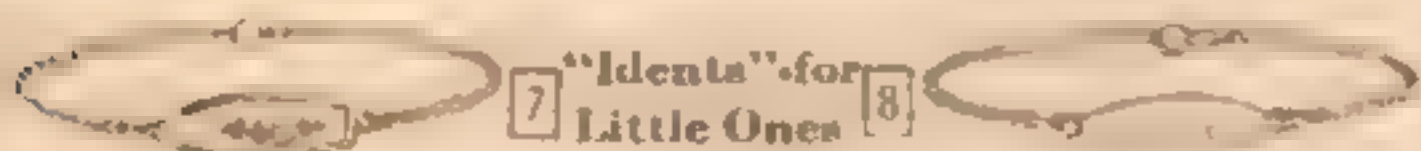


Personalized Gifts

Personalized "Idents" to show YOU CARE

- 1 **Jr. Miss Expansion.** Heart design band. Sterling. Rhodium-plated top, stainless steel back. *Print name*
4NR5883E—Shpg. wt. 3 oz. \$3.49
4NR5884E—1/20 12K gold filled 3.98
- 2 **Jr. Miss Flexible Snake Chain.** Sterling, rhodium-plated top. 6 1/4 in.
4NR5885E—*Print name* Wt. 3 oz. \$2.98
4NR5886E—1/20 12K gold filled 3.79
- 3 **Jr. Miss Sweetheart.** *Print 2 initials* for each side. Why not HIS on one side, HERS on other? Sterling 6 in.
4NR5893E—Shpg. wt. 3 oz. \$2.39
4NR5897E—1/20 12K gold filled 4.29
- 4 **Jr. Miss Double Heart Bracelet.** Sterling silver link style. *Print 2 initials*
4NR5809E—6 in. Shpg. wt. 3 oz. \$1.98
4NR5879E—1/20 12K gold filled. 2.29
- 5 **Women's dainty link-type Bracelet.** Sterling silver with rhodium-plated top. 7 in. long. *Print H&R name*
4NR5843E—Shpg. wt. 3 oz. \$2.89
4NR5844E—1/20 12K gold filled. 3.19
- 6 **Women's heavier Snake Chain Bracelet.** Sterling silver with rhodium-plated top. *Print name*
4NR5841E—7 in. Shpg. wt. 3 oz. \$3.49
4NR5842E—1/20 12K gold filled. 4.29

BEFORE ORDERING. See engraving instructions below. Note 3 and 4 inhaled at no charge



- 7 **NEW! Chansoné Bracelet** encased by 1/20 12K gold filled chain. Birth date engraved on back at no extra charge. 5 in. long
4NR5995E—*Print date*, Wt. 3 oz. \$2.49
- 8 **1/20 12K Gold Filled.** Birth date engraved on back at no charge. *Print date and name* (see below)
4NR5948E—5 in. Shpg. wt. 3 oz. \$2.18
4NR5946E—Same... sterling 1.80

ENGRAVING NOTICES FOR TWO PAGES: *Initialed* (where specified) at no extra charge. *Names* for "Ident" Bracelets are 6c extra per letter. Baby's birth date engraved at no extra charge.
SORRY, NO C. O. D. ORDERS and if jewelry is correctly engraved may not be returned. PLEASE PRINT ALL engraving information

10K Yellow Gold Replacement Chains

- 9 **Lightweight.** Shpg. wt. each 2 oz.
4NR5825E—16 in. long... \$1.98
4NR5826E—18 in. 2.24
4NR5827E—20 in. 2.45
- 10 **Medium weight.** Shpg. wt. ea. 2 oz.
4NR5828E—16 in. long... \$2.70
4NR5829E—18 in. 2.90
4NR5830E—20 in. 3.10
- 11 **Heavyweight.** Shpg. wt. each 2 oz.
4NR5831E—16 in. long... \$3.85
4NR5832E—18 in. 4.30
4NR5833E—20 in. 4.65



Give Gold Filled Jewelry to

Little Ones, too

...they like to feel so grown-up

"Judy Heart" Set Reduced

Broclet 2-pr. Set
\$4.29 Was \$5.98 Now \$4.98

Special Reduction on one of our most popular baby sets. Dainty design on locket and expansion bracelet truly charming with initials. Remember, darling gift box can be used as double picture frame. *Print 1 initial*
4NR5984E—Broclet Wt. 3 oz. \$4.29
4NR5983E—Set. Shpg. wt. 3 oz. Now 4.98



NOTICE FOR BABY JEWELRY. All shown actual size. Locket has 12-in. chains and open to hold 2 pictures (except pendants). Expansion bracelets have stainless steel backs. 1/20 12K yellow gold filled unless stated otherwise. **BOXED**



Bracelet and Locket Sets for "Little Ones"

- 12 **Personalized Two Initial Set...** sentimental locket, expansion bracelet will be cherished for a lifetime. *Print 2 initials* for hearts (see notice at left)
4NR5941E—Broclet, Shpg. wt. 3 oz. \$3.49
4NR5940E—Set. Shpg. wt. 3 oz. 4.95
- 13 **Our Lowest-Priced Set...** yet styled with grace of far more expensive locket and expansion bracelet. Yellow gold plate with all over floral design.
4NR5952E—Broclet, Shpg. wt. 3 oz. \$2.29
4NR5951E—Set. Shpg. wt. 3 oz. 2.98
- 14 **NEW SET...** raised blue enamel flower with twinkling simulated crystal in center of each perky little nose.
4NR5958E—Set. Shpg. wt. 3 oz. \$5.98
4NR5959E—Broclet, Shpg. wt. 3 oz. 4.59
4NR5936E—Locket, Shpg. wt. 3 oz. 2.29
- 15 **"Bangle" Set** with deep engraving. Traditional style locket has matching bracelet that gently hugs tiny wrists... extra protection with guard too!
4NR5993E—Broclet, Shpg. wt. 3 oz. \$2.39
4NR5992E—Set. Shpg. wt. 3 oz. 3.98



Adorable Locket that make real heirlooms

- 16 **NEW Blue and White enamel Pendant** with simulated crystal in flower.
4NR5935E—Shpg. wt. 3 oz. \$2.10
- 17 **Personalized Locket.** *Print 2 initials*
4NR5920E—Shpg. wt. 4 oz. \$1.98
- 18 **Simulated Birthstone Locket.** Wt. 3 oz.
4NR5921E—*State birth-month* \$2.48
- 19 (20) come in Cradle Box that rocks.
- 19 **OUR LARGEST Little Miss Locket.** *Print 1 initial* for "banner." Wt. 3 oz.
4NR5926E—With Cradle Gift Box \$2.39
- 20 **OUR FINEST 10K yellow gold Pendant** is also personalized. *Print 1 initial*
4NR5927E—Wt. 3 oz. Cradle Box \$2.59



10K yellow gold Rings for tiny fingers—Shpg. wt. each 4 oz.

- 21 **Embossed Baby Band.** *State size 0 to 3 only*
4NR5911E... \$1.09
- 22 **Baby's Signet.** *Print 1 initial. Size 0 to 3*
4NR5912E—*State size* \$1.39
- 23 **Baby's Signet.** *Print 1 initial. Size 0 to 3*
4NR5916E—*State size* \$1.29
- 24 **Children's Signet.** *Size 2 to 4. Print 1 initial*
4NR5913E—*State size* \$2.09
- 25 **Little Girls' Simulated Birthstone.** *State month of birth, size 2 to 4* Shipped from Chicago. Order from mail order house.
4NR5908EY... \$2.19

ALL PRICES on 2 pages include 20% Federal Excise tax. **PAGE 75 JEWELRY**



Dancin' Pins

A Ballet Dancers that'll pivot six times over her heart . . . and bring new glamour to her wardrobe. Ruby simulated stopes and twinkling rhinestones gula accent on gold color metal. Safety clasps on each pin. He's 1 3/4 in. high . . . She's 1 1/4 in. 4 N 3510E—Shpg. wt. 7 oz. Gift boxed .Set \$1.18

Trio Trick Pin Set

B Intriguing threesome to scatter gay color over her suit, blouse or dress. Aqua-blue and rose simulated stones in 1/4 in. "Dorain House" spin. Dutch Girl and 3/4 in. "Maggie Flower Pin" Safety pin on each pin . . . so she can't lose her "trio." 4 N 3508E—Shpg. wt. 7 oz. Gift boxed .Set \$1.18

Regal Pendant Set

C She can use beautiful pendant as separate or too. Sparkling aqua-blue simulated stone with tiny seed pearls in 1 1/4-in. pin (complete with safety clasp) and matching 3/4-in. screw earrings. Detachable 15 1/4-in. gold color metal chain. 4 N 4597E—Shpg. wt. 7 oz. Gift boxed .Set \$1.18

Carved Delight

D Such a romantic remembrance . . . 2-pc. set is copy of much more expensive favorite. Carved roses of simulated pearls and tiny seed pearls are in popular pin design. 1 1/2 inch pin has safety clasp. 3/4-in. screw earrings. 4 N 3517E—Shpg. wt. 6 oz. Gift boxed .Set \$1.18



"Jewel of the East"

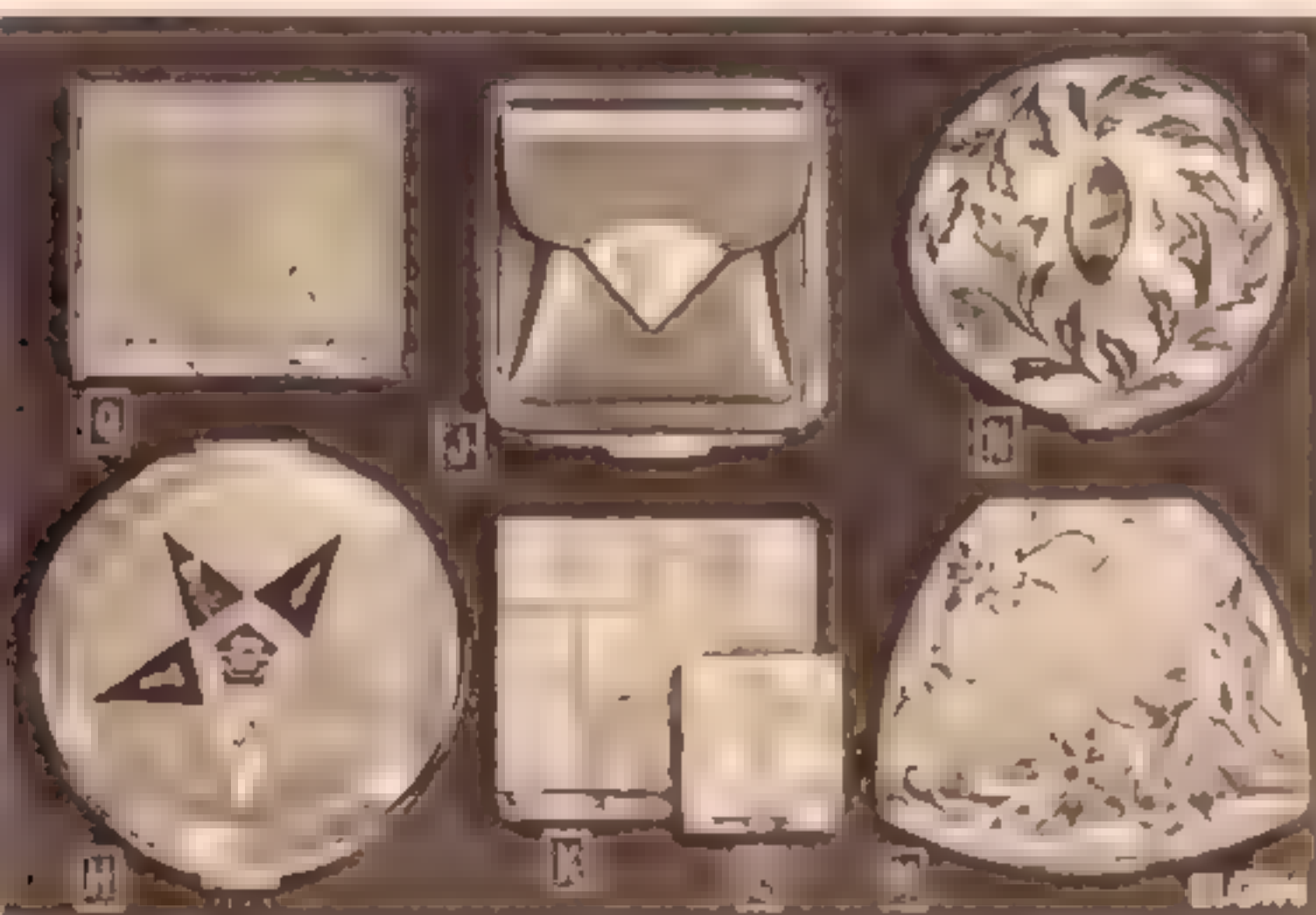
E So perfectly named . . . has all the fire and mystery of priceless Oriental treasures. Extra large beveled stone regally set off by artistic rhinestone studded swirls and spirals. Fine gold color metal snake chain is flexible so "Jewel of the East" will flatter her neck.

Luxury is expensive we know you can't find elsewhere for this price in 14-in. necklace and 1 1/4 in. earrings screw. In beautiful box. Shpg. wt. 8 oz. 4 N 4675E—Set \$5.98

Orchid Corsage

F To pin you to her heart forever. Carefully carved to give her one of the finest pins we've seen. Gently rounded leaves frame full blooming flower that twinkles with tiny rhinestones and simulated pearl.

Jeweled orchid pin has safety clasp for extra protection and will last. Beautiful Orchid earrings (screw) are 1 3/4-in. diam. and match pin exactly. detail. Boxed. Shipping wt. 8 ounces. 4 N 3504E—Set \$2.38



Gifts that say "you're lovely to look at"

G Genuine Snakeskin Compact. Colors red or green. Please state color wanted. Sifter and puff. 2 1/2 inches. 4 N 4739—Wt. 6 oz. 95c

H Eastern Star Compact. Authentic emblem in official colors. Gold color metal. Sifter and puff. Large, 4 1/2 in. 4 N 4754—Wt. 3 oz. \$2.00

J "Pouchette" Compact. Red artificial leather, gold color metal trim. Sifter, puff 3 1/4 in. 4 N 4712—Wt. 6 oz. \$2.00

K Mother of Pearl Special. Copy of \$5.00 Compact. Sifter, puff, 2 1/2 in. 4 N 4745M—Wt. 6 oz. \$2.00

L Pill Box. 1 1/2 in. 4 N 4765M—Wt. 4 oz. 95c

M Elgin-American Must Waiter's Compact. Costly jeweler's bronze. Inner metal door. Protective case, plus g. 1 1/2 in. 4 N 4734—Wt. 6 oz. \$5.95

N Expensive style Compact. Gold, silver color metal. Inner door. Puff 3 1/4 in. 4 N 4743—Wt. 3 oz. \$2.00

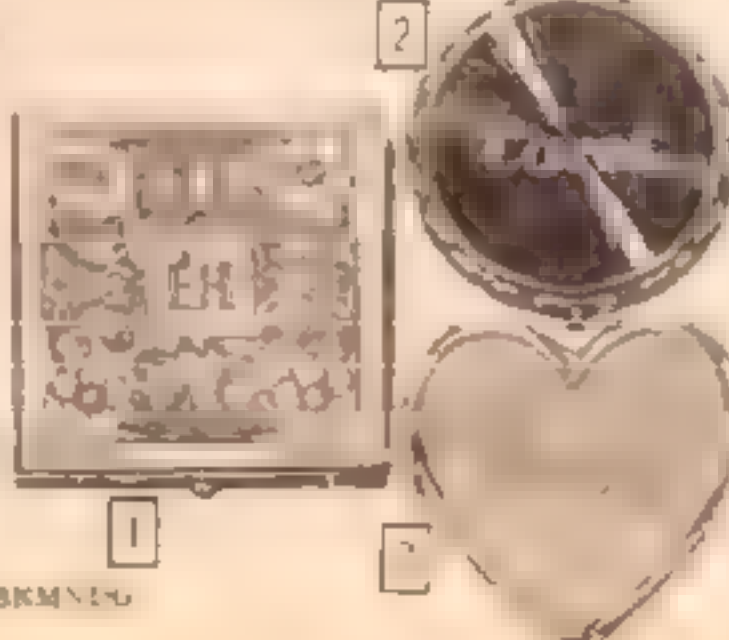
Compacts Personalized at no extra cost to you

Please note: I correctly engraved compacts may not be returned. NO C.O.D. ORDERS.

1 Expensive style 2-tone . . . gold color on silver color metal. Sifter, puff 3 1/4 in. 4 N 4700—Print 2 initials. Wt. 5 oz. 95c

2 "Cupcake" Compact with gold color initials. Size. Gold color . . . or red or green jewelstone. Print 3 initials or up to 5 letter name. 4 N 4748—Sifter, puff, 3 in. Wt. 5 oz. 95c

3 Heart Compact. Gold color metal. Sifter, puff. Print 3 initials or up to 5 letter name. 4 N 4755—Wt. 5 oz. 95c



P Coro's "Cafe Society" Fascinating costume jewelry with graduated rhinestones . . . each shimmering stone in individual prong type setting for extra brilliance. Flexible gold color metal chain is 14 in. long. Safety earrings screw are 1 1/2 in. State color: crystal or aqua-blue. 4 N 4668E—Shpg. wt. 6 oz. Boxed \$2.40

R Coro's Beloved Pendant Set . . . detach dainty pendant from 15 1/4-in. chain and use as pin. State color of simulated stone: aqua-blue, ruby or emerald. Cost price 1 1/2-in. screw earrings to match. 4 N 4568E—Shpg. wt. 7 oz. Boxed Set \$2.40

S Coro's Genuine Cameo with tiny rhinestones. 1 1/2-in. gold color metal on 4 N 4638ME—Shpg. wt. 4 oz. . . . \$1.18

T Matching Cameo Earrings, 1-in. Screw. 4 N 3957ME—Shpg. wt. 3 oz. . . . \$1.18

V Coro's All Rhinestone Necklace with each stone individually set. 14 in. long. Fiery earrings 3/4-in. (screw). 4 N 4637E—Shpg. wt. 6 oz. . . . Set \$2.40

W Coro's Sweetheart Scatter Pins in ivory-like embossed box. Ivory gold plating with tiny simulated pearls and rose stones frames genuine cloisonne hearts. Each 1 1/4 in. 4 N 3500E—Shpg. wt. 7 oz. Boxed Set \$2.50

NOTICE FOR THESE 2 PAGES: Prices include 20% Fed. Excise Tax where "E" is added to Cat. No.



"Sno-surprises" filled with this lovely 18-inch Simulated Pearl Necklace

- | | | |
|---|---|--|
| <p>A "Sno-bell"
Arrow-shaped, mas red bow, green sprig and tinkling bells. Shpg. wt. 8 oz.
4 N 4532GE—
It's \$1.18
ANY 3 for just 3.44</p> | <p>B "Sno-man"
Corker with jaunty red bow sends Holiday greetings. Shpg. wt. 8 oz.
4 N 4625GE—
He's \$1.18
ANY 3 for just 3.44</p> | <p>C "Sno-Angel"
with green color crown and bright spreading wings. Shpg. wt. 8 oz.
4 N 4647GE—
She's..... \$1.18
ANY 3 for just 3.44</p> |
|---|---|--|

HINT . . . clever as ornaments for tree or table, too!



Personalized Jewelry that says "it's just for YOU"

- 1 Three Scroll Initial Rhinestone Pins. Print 3 initials. 1-in. high.
4 N 3503E—Wt. 7 oz. Boxed \$1.18
- 2 3 Stud-type Initial Pins. Gold plated on metal. $\frac{3}{8}$ -in. Wt. 7 oz.
4 N 3533E—Boxed. Print 3 initials. \$1.18
- 3 NEWEST 2-Initial Rhinestone Pins. $\frac{1}{2}$ -in. high. Print 2 initials.
4 N 3512E—Wt. 7 oz. Boxed. \$1.18
- 4 Initial Rhinestone Pin that looks like expensive marcasite. $1\frac{1}{4}$ in. long. Print 2 or 3 initials.
4 N 3523E—Wt. 7 oz., Boxed \$2.38

(5 and 6) below engraved at no charge, but if correctly engraved may not be returned No C.O.D. Orders. Wt. 5 oz.

- 5 Fashionable Anklet. 12 in. long. Print 2 initials.
4 N 4420E—Wt. 5 oz. \$1.24
- 6 Two-row "Ident" Bracelet. Silver color metal. Print up to 5 letter name.
4 N 4425E— $7\frac{1}{4}$ in. long \$1.24
- 7 NEW 2-Initial Bracelet. Gold plated over metal. Print 2 initials.
4 N 4433E—7 in. long \$1.18



- 8 NEW "Heraldic" Necklace. 14-in. chain cradles star with simulated turquoise.
4 N 4659E—Shpg. wt. 5 oz. \$1.18
- 9 "My Diary" Bracelet with 9 movable letters. Silver color metal. $\frac{1}{2}$ -in. long.
4 N 4409E—Shpg. wt. 9 oz. \$1.18

- 10 Senior Prom Compact. Colorful metal. Silver, puff.
4 N 4701— $1\frac{1}{4}$ in. Wt. 3 oz. 95c
- 11 Compact holds 2 pictures. Color color metal. Silver, puff.
4 N 4709— $2\frac{1}{4}$ in. Wt. 3 oz. 95c
- 12 Sterling Silver Friendship Ring. Shpg. wt. 3 oz. Boxed.
4 N 4843E—State size 5-8 \$1.18

- 13 Indian Style Jewelry. Red turquoise and Indian details. Adjustable Silver color metal.
- 14 Adjustable Bracelet and Ring. 4 N 4424E—Wt. 6 oz. Set \$1.18
- 15 Pair of Bracelets. 4 N 4421E—Wt. 4 oz. Pr. \$2.38
- 16 Zuni style Bracelet. Wt. 3 oz. 4 N 4422E—6 turquoise \$1.18

- 17 Personalized Jewel Box. Vase or blue simulated leather harmonizing rayon velvet and satin lining. Upswing tray, lock and key. Gold color trim. $1\frac{1}{2}$ x $3\frac{1}{4}$ in. State color. Shipping weight 1 pound 12 ounces.
4 N 4831—Print 3 initials \$2.95
Some, smaller. $7\frac{1}{2}$ x $5\frac{1}{2}$ x $2\frac{1}{4}$ in.
4 N 4830—Wt. 1 lb. 4 oz. \$1.95

- 18 Budget Jewel Box. Scarlet, baby blue or ivory simulated leather with harmonizing suede-type lining. Gold color tooling. Upswing tray, lock and key. $7\frac{1}{2}$ x $4\frac{1}{4}$ x $1\frac{1}{4}$ in. Shpg. wt. 1 lb. 2 oz.
4 N 4833—State color \$1.00
Some, Larger Size. $10\frac{1}{2}$ x $7\frac{1}{2}$ x $1\frac{1}{4}$ in.
4 N 4834—Wt. 1 lb. 4 oz. \$1.49

POPULAR SET by CORO Copy of costly Solid Gold Set

- 19 Stunning Set copied directly from very expensive cultured pearl and solid gold best seller. Large simulated pearls cradled in gold color metal. 14-in. necklace with rings (screw), $7\frac{1}{4}$ -in. bracelet.
4 N 4650E—Shpg. wt. 7 oz. 3-pc. Set . . . \$2.38

JET Black Set . . . daringly different

- 20 She'll like to try something new, too! Can wear same set as either party or wedding. Jet black color with 14-in. necklace and $7\frac{1}{4}$ -in. bracelet. Screws.
4 N 4656E—Shpg. wt. 7 oz. 3-pc. Set \$1.18



Bracelet with 1-dram French-type Perfume at no extra cost

\$1.18

Perfume Bracelet. 10 in. long. 1-dram French-type perfume. Bings drain perfume mass. Box an extra surprise for grab-bags or stocking fillers! 4 N 4423E—Shpg. wt. 5 oz. \$1.18



Order regularly and receive your catalogs regularly . . . and order early for Christmas

CORONA 77 . . . COSTUME JEWELRY

WishbookWeb.com

Tradition Simulated Pearls

We're Certain Our Pearls are Better because we believe that only at Sears can you find pearls with such luxurious sheen, costly clasps, strong silk, expensive packing for so little money.

Another plus... we've included a "shortener" (at no extra cost) so that she can wear her pearls high as a choker, or low.

Simulated Pearl "shortener" included at no extra cost to you with necklaces

FINER in Brocade Box

FINEST in Shell Box

A Beautiful graduated Simulated Pearls with rich, creamy luster. 10K white gold fligree clasp. Elegant pink and white rayon brocade snap box with regal gold metallic thread... fully lined with white rayon satin that is a gorgeous cushion for these lovely pearls. Shortener included of course. Shpg. wt. each 5 oz.
4N4687ME—One row, 17 in. ... \$3.50
4N4688ME—Two rows, 16 and 17 in. ... 4.74
4N4689ME—Three rows, 16, 17, 18 in. ... 9.50

B Magnificent Simulated Pearls like natural pearl it's hard to tell the difference. Individually hand-dipped then hand polished. Knotted between each bead. Shell box (shown on opposite page) is rayon velvet with white rayon satin lining. "Shortener" included.
4N4610ME One row, 17 in. Shpg. wt. 5 oz \$6.74
4N4611ME Two rows, 17, 18 in. Wt. 5 oz \$11.45
4N4612ME Three rows 17, 18, 19 in. Wt. 5 oz \$15.60

C 4N3900ME—Finest Simulated Pearl Earrings. Screw Matching gift box 1/2 in. Wt. 3 oz. 2.24

At Sears it's always up-to-the-minute Fashions in Costume Jewelry



Beautiful Simulated Pearls in the latest fashions

D Good Quality Simulated Pearls with creamy luster. Rhinestone clasps. Wt. each 5 oz.
4N4551E—One Row, 17 in. long ... \$1.20
4N4552E—Two Rows, 16, 17 in. ... 2.40
4N4553E—Three Rows, 16, 17, 18 in. ... 3.50

E Some in longer lengths. Sterling clasps.
4N4538E—One Row, 19 in. ... \$1.58
4N4539E—Two rows, 19, 20 in. ... 2.98
4N4540E—Three rows, 19, 20, 21 in. ... 3.98

F Junior Necklaces... for "petite Mrs." as well as young miss. Sterling clasp. 13 in. long.
4N4670E—Shpg. wt. 5 oz. ... \$1.20

G Two Row Graduated Simulated Pearl Choker. Rhinestone clasp, 14, 15 in. lengths.
4N4596E—Shpg. wt. 5 oz. ... \$2.38

H 2-pc. Set of tiny pearls for tiny girls. Graduated necklace (13 inches) and adjustable bracelet. Sterling clasp. Dainty pink and blue hinged box with white rayon satin lining.
4N4672E—Shpg. wt. 7 oz. ... Boxed Set \$1.20

J Fashion's Latest... NEW ADJUSTABLE 6-row Graduated Simulated Pearl Choker. Creamy luster of these beautiful pearls is flattering when she wears them as smart dog collar or lower as regular necklace. Rhinestone set clasp. Lengths from 13 in. to 17 in.
4N4606E—Shpg. wt. 5 oz. ... \$2.40

K Simulated Pearl Button Screw Earrings... an all-time favorite style. 1/2-in. diam.
4N3907E—Shpg. wt. 3 oz. ... Pair 68c

PRICES include 20% Tax where E is added to catalog No. MEASUREMENTS are approximate.



ILLUSTRATED ON OPPOSITE PAGE

Jewels by Bogoff... worn by smart women

Necklaces alone are featured in Vogue magazine for the price you pay for BOTH necklace and earrings at Sears. Personally designed by Bogoff, who uses only finest imported rhinestones... hand-polished and set by hand. Precious rhodium-plated backs. Rayon satin lined gift boxes. Screw earrings. Shpg. wt. for 1.10 R) 8 oz. (N) 12 oz.

L Adjustable Choker. Dazzling all clear crystal stones joined by curved duct in 15-in. necklace. Cluster earrings. 1-in. diam.
4N4605E... Set \$5.95

M Three Fashionable Scatter Pins to shine on anything she wears. All clear rhinestone.
4N3524E Each 1 1/4 in. Set \$3.98

N Star-bright Set to encircle her neck, eye-catching loveliness. 15 1/2-in. necklace and 1/2-in. earrings.
4N4556E—State color... \$5.95

Colors for P and R: ruby color with rhinestones, ice blue with rhinestones, all clear rhinestones.

P Elegant Set... 15 1/2-in. necklace and 1 1/4-in. earrings.
4N4626E State color (above) \$7.95

R Twinkling Teardrop. Two-in. pin with 1-in. earring.
4N3513E State color (above) \$5.95

S Fitted for a Queen... exquisite purse with 3-pc. Bogoff clear rhinestone set. Luxurious brocade (rayon) purse lined with rayon satin, velvet. 4 1/2 x 7 1/4 in. 16-in. necklace. 6-in. bracelet.
4N4683E 1/2-in. earrings Set \$10.95

Gem-like Jewelry Boxes Personalized for Her

1 Rich simulated leather with dainty pastel velvet and rayon lining. Baby blue with blue lining, ivory color with blue, or rose with pink. Secret compartment. Lock, key. 10x7x3 1/4 in.
4N4820—State color. Print 3 initials. Shpg. wt. 1 lb. 12 oz. \$3.95

2 LARGE Personalized MUSICAL Jewel Box with genuine Thorens movement imported from Switzerland. Partitioned tray swings up. Wine, rose or ivory color simulated leather with harmonizing velvet and rayon (rayon) lining. Color-matching Lock, key. 10x7x3 1/4 in.
4N4850—State color. Print 3 initials. Shpg. wt. 1 lb. 12 oz. \$5.95

3 GENUINE LEATHER Personalized Jewel Box in beautiful rich wine color. Secret compartment too! Special Aniline-dyed finish polished to soft sheen. Expensive 24K gold-toning. Fully lined with soft velvet and satin (rayon) to harmonize with fine leather. Partitioned tray swings up. And of course with lock and key. 10x7x3 1/4 in.
4N4851—Print 3 initials. Shpg. wt. 1 lb. 12 oz. \$4.95

Two-in-One Box

1 Top tray lifts out and can be used as separate jewel box when traveling. Both box AND tray completely lined with feminine velvet and satin (rayon) to harmonize with simulated leather cover... fuchsia with baby blue lining or ivory color with blue. 24K gold trim on both boxes too. Lock, key.
Jewel Box 10x7x3 1/4 in. Tray when closed is 6x4x1 1/4 in. State color. Shpg. wt. 1 lb. 12 oz.
4N4860—Two-in-One for \$5.95

Our Masterpiece

V The most Beautiful Jewel Box we've ever seen. Here's why she'll think this nationally advertised Harrington box is so lovely too... brocade over firm metal frame, extra partitions, separate pad and breath-taking lining. Heavenly blue brocade has gold metallic threads that bring out beauty of this imported material. Harmonizing velvet, satin lining (rayon), 9 1/2 x 6 1/4 x 3 in. Lock and key. Shpg. wt. 1 lb. 15 oz.
4N4862—All this for only \$12.50

Special Christmas Jewelry by Coro

W Dainty Necklace of exquisitely carved roses. Simulated coral and seed pearls.
4N4589ME—15 1/2 in. Wt. 5 oz. \$2.38

X Matching Screw Earrings. 1 1/2 in.
4N3989ME—Wt. 1/2 oz. Pr \$1.18

Y "Dresden Rose" Necklace and Earring Set of genuine rhinestone. Hand-painted to high-gloss delicate color... also hand made. Rhinestone accents on 16-in. necklace with gold metal chain. Screw earrings are 1 1/4 in. Shpg. wt. 5 oz.
4N4624E... Boxed Set \$4.95

Z "Empress" Set. Emerald-cut and tiny imported simulated stones. 15 1/2-in. gold color metal chain. Screw earrings 1/2 in. Aqua-blue or emerald green. Wt. 7 oz.
4N4590E—State color Boxed Set \$2.40

1 Airy-light "Moonbeam" in iridescent pink, aqua-blue (both shown) or emerald green. State color.

2 Moonbeam 16-in. Necklace
4N4593ME—Wt. 4 oz. \$1.18

3 Moonbeam Earrings. Screw
4N3993ME—1/2 in. Wt. 1/2 oz. Pr 68c

Adjustable Bracelet not shown.
4N4493ME—Wt. 4 oz. ... \$1.18

TRADITION Cultured Pearls...from living oysters

C Tradition FINE have unusually thick and creamy coating. 18 in.
4N4506ME—Wt. 5 oz. Costly cut-rayon velvet shell box \$24.95

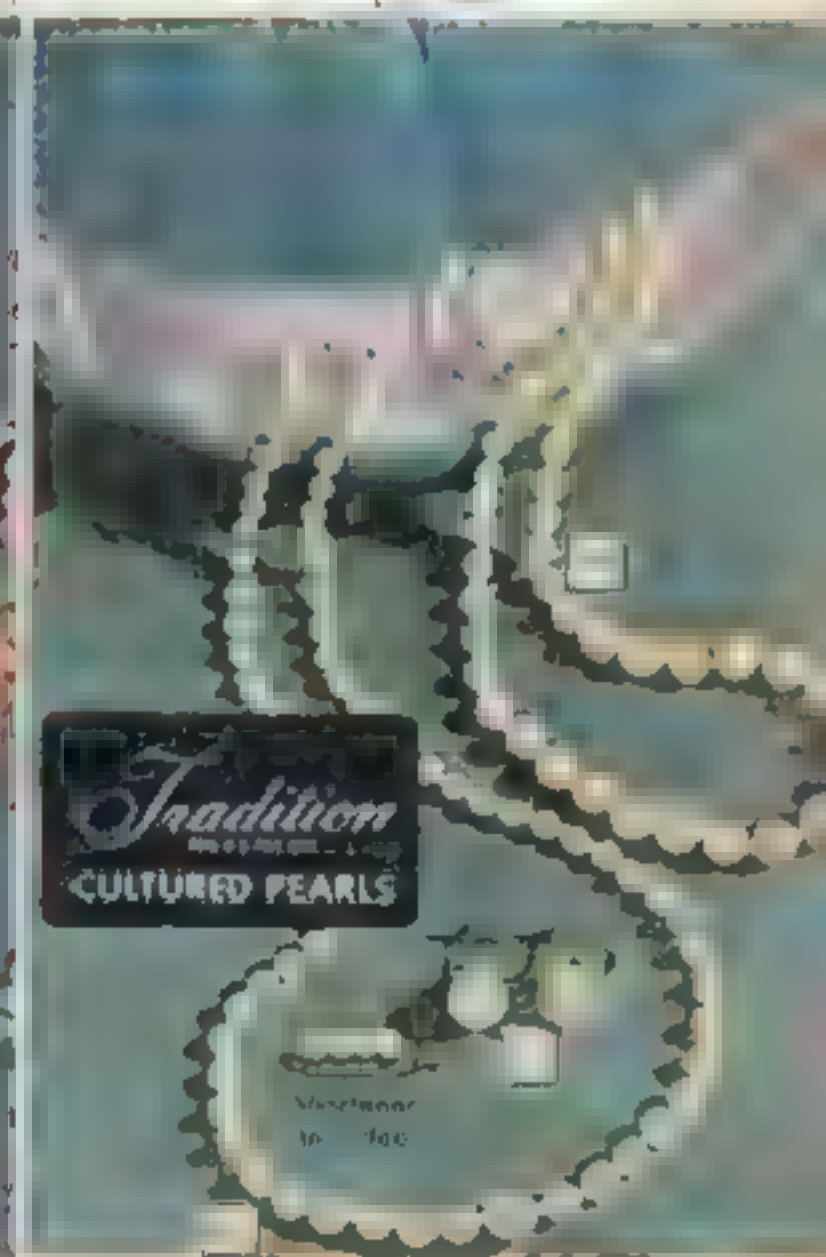
DD Tradition FINE Pearls have been in the ocean many more years so each carefully matched pearl has many more layers. 18 in. long.
4N4530ME—Shpg. wt. 5 oz. Our famous Shell Box \$59.95

EE Tradition Cultured Pearl Screw Earrings. 10K white gold backs. 1/2 in.
4N3915ME—Square velvet box. Shpg. wt. 3 oz. ... Pair \$8.95

4N3925ME—Pierced Earrings (not shown) ... Pair 8.95



She'll treasure a JEWEL BOX



Santa knows what every woman wants . . a beautiful ring from YOU

Genuine ZIRCON Rings

Striking Favorites

Women's Birthstones



Children, too, want a beautiful ring to cherish as their very own

Girls 6 to 12 Years

Girls 12 to 17 Years

Boys 6 to 12 Years

Boys 12 to 17 Years



Roy Rogers

Handsome Rings for Men . . definitely styled to please YOUR MAN



Our Most Popular Style in
Onyx or Synthetic Ruby

Rings on their fingers

will keep you always in their hearts

If you KNOW ring size state it . . . if NOT, here are 2 ways to measure:



1) Cut cardboard 5 in. long as shown at left. Take ring that FITS and drop over narrow end of cardboard . . . but don't force. Then draw line at both sides of ring where it stops . . . send with order.



2) Cut cardboard (about wt. of catalog cover) 4 in. long, but not over 1/4 in. wide. Wrap around largest part of finger and slip back and forth. Mark with pencil where paper joins . . . send with order.

Or write for Ring Size Card 8264N. For one size larger add \$1.00, 2 sizes \$2.00 (up to size 14 for men . . . 10 for women).



Genuine ZIRCON Rings for Women

All Rings below are White Zircon that look so much like diamonds only an expert can tell! (9) also comes in sky-blue. Zircons are about 1/2 heavier than diamonds so carats are about . . . matter. Wedding rings engraved at no charge. Print initials and wedding date. State **HIS** Ring size 5 to 8. Gift boxed.

Save on 2-pc. Bridal Sets

Abt. 1 ct. Two side zircon and blossoms
#4 N R5100EY—Save \$1.00 on Set . . . \$16.88
#4 N R5101EY—10K yellow gold . . . 9.98
#4 N R5102EY—Wedding Ring . . . 8.70

Abt. 1 ct. Four sparkling side zircons
#4 N R5240EY—Save \$1.00 on Set . . . \$29.88
#4 N R5188EY—10K white gold . . . 19.98
#4 N R5208EY—Wedding Ring . . . 15.98

About 1 1/2 ct. with two side diamonds in new square setting. Expensive 14K yellow gold
#4 N R5109EY—Save \$1.00 on Set . . . \$36.88
#4 N R5110EY—Engagement Ring . . . 24.98
#4 N R5111EY—5 Zircon Wedding Ring . . . 14.98

About 1 1/2 ct. Popular double row style has 8 twinkling zircons on sides.
#4 N R5244EY—Save \$1.00 on Set . . . \$17.98
#4 N R5233EY—10K white gold . . . 9.98
#4 N R5234EY—Wedding Ring . . . 9.98

Largest Zircon . . . about 2 1/2 ct. Re-2 baguettes emphasized by 2 round zircons.
#4 N R5103EY—Save \$1.00 on Set . . . \$44.88
#4 N R5104EY—Costly 14K white gold \$2.95
#4 N R5105EY—Wedding Ring . . . 16.95

About 1 1/2 ct. Soufara. Tiny beading and blossoms make this a romantic favorite.
#4 N R5112EY—Save \$2.00 on Set . . . \$3.88
#4 N R5205EY—10K yellow gold . . . 1.95
#4 N R5113EY—Wedding Ring . . . 4.25

Separate Zircons

Abt. 1 ct. 10K yellow gold
#4 N R5183EY . . . \$5.89
Abt. 1 ct. 11K yellow gold
#4 N R5106EY . . . \$6.98

About 1 1/2 ct. in white or radiant blue Zircon. 10K yellow gold. State choice
#4 N R5180EY . . . \$10.98

About 1 ct. Two side zircons. 10K yellow gold
#4 N R5230EY . . . \$11.98

About 1 1/2 ct. Expensive 14K yellow gold.
#4 N R5107EY . . . \$17.95

About 1 1/2 ct. with 2 genuine side diamonds. State choice. 14K yellow or white gold
#4 N R5159EY . . . \$29.98

About 1 1/2 ct. with 4 diamonds. 14K yellow gold
#4 N R5114EY . . . \$31.98

Five Zircon Wedding Ring. 10K yellow gold
#4 N R5203EY . . . \$7.69
Five Zircon Wedding Ring. State choice. 14K yellow or white gold
#4 N R5227EY . . . \$6.98

10K yellow gold

State ring size 5 to 8

Genuine Opal Ring
#4 N R5115EY . . . \$8.98

Real Opal Ring.
#4 N R5241EY . . . \$9.98

Cultured Pearl in beloved prong setting
#4 N R5116EY . . . \$8.98

1 1/2 ct. diamond
#4 N R5223EY . . . \$17.98
1 1/2 ct. diamond
#4 N R5232EY . . . 26.98

Eastern Star Jewelry

Eastern Star Ring with 5 diamonds. synthetic stone star points.
#4 N R5190EY . . . \$34.98

Genuine Onyx, corner diamond and enameled Eastern Star emblem
#4 N R5225EY . . . \$18.98

Enameled Pm. Diamond. 10K White Gold
#4 N R5235EY . . . \$10.95

January . . . Dark Red Garnet
February . . . Purple Amethyst
March . . . Green Aquamarine
April . . . White Sapphire

Women's Synthetic or Simulated Birthstones

SIMULATED stones are expertly cut and colored to resemble the genuine. SYNTHETIC are scientifically created reproductions of genuine gems. All have 10K yellow gold mountings. Please state ring size . . . 8 AND Birth month . . . see chart below

Portrait type mounting with simulated birthstone
#4 N R5068EY . . . \$3.95

Simulated square-cut stone in simply designed setting
#4 N R5063EY . . . \$4.19

Fancy brilliance of synthetic stone . . . \$4.95

Artistic simulated stone with blossom accents.
#4 N R5062EY . . . \$4.98

Delicately framed. Simulated stone with raised mounting
#4 N R5072EY . . . \$5.98

"Picture frame" around oval simulated stone
#4 N R5069EY . . . \$5.98

White sapphires encircle round stone . . . all simulated
#4 N R5055EY . . . \$5.98

Morquise-cut with white sapphires . . . also simulated
#4 N R5054EY . . . \$7.49

Fancy edge with simulated center and white sapphires.
#4 N R5041EY . . . \$7.98

Light-catching Synthetic stone with 2 diamonds
#4 N R5071EY . . . \$11.90

Four genuine diamonds enhance Synthetic stone
#4 N R5073EY . . . \$17.95
#4 N R5074EY No diamonds \$1.95

Our Finest Birthstone Ring . . . 6 diamonds with Synthetic stone
#4 N R5089EY . . . \$19.95

BIRTHMONTH CHART

May . . . Light Green Peridot
June . . . Red Ruby
July . . . Light Green Peridot
August . . . Light Green Peridot
September . . . Dark Blue Sapphire
October . . . Rose Pink Zircon
November . . . Golden Sapphire
December . . . Blue Green Zircon

NOTICES: Prices include 20% Tax. Birthstones and women's zircons shipped from Chicago. All other rings shipped from Chicago or Philadelphia. Order, pay postage from your Mail Order House. Shipping weight each 4 ounces.

Rings specially styled AND sized for young Children and Teen-agers

Girls 6 to 12 years

10K yellow gold mountings. State ring size 4-5 only. Gift Boxed . . . to make her feel like a queen.
Simulated Birthstones . . . (15-38) chart above. State size and birth month. Petal frame around.
#4 N R5090EY . . . \$3.99
Fancy favorite Birthstone
#4 N R5064EY . . . \$2.59
Shape y Ova Birthstone.
#4 N R5065EY . . . 2.98
Rich y data and setting.
#4 N R5064EY . . . 3.55
Signal Ring . . .
at right) Print 2 initials
#4 N R5289EY . . . \$3.29

Girls 12 to 17 years

10K yellow gold. State ring size 5 to 7. Each nicely gift boxed.
Simulated Birthstones (40-43) chart above. State size, birth month.
Popular simple design
#4 N R5076EY . . . \$3.98
Lovely border for gay stone.
#4 N R5077EY . . . \$4.19
Fancy oval "swirl" setting.
#4 N R5078EY . . . \$4.59
Clear stone cluster "pet."
#4 N R5078EY . . . \$5.98
Genuine Onyx with en d diamond
#4 N R5229EY . . . \$8.98

Boys 6 to 12 Years

10K yellow gold except Roy Rogers (48) in silver. State size 4-5.
Signal Rings (43, 46). Engraved at no charge. NO C.O.D. Orders. If correctly engraved may not be returned. Print 2 initials.
Signal with polished top.
#4 N R5072EY . . . \$2.59
Signal with beveled edges.
#4 N R5072EY . . . \$3.49
Monarch Simulated ruby or
#4 N R5072EY . . . \$7.89
Key Ring. Shipped . . . per Ring.
State size 11y, 14y, 15y.
#4 N R5092EY . . . \$1.18

Rings for older Boys 12 to 17 Years

All mountings below fashioned of gleaming 10K yellow gold. Patterned after best-selling Men's rings. State size 6 to 9

Massive Genuine Onyx Initial Ring. Print HIS Initial
#4 N R5474EY . . . \$9.98
Genuine Onyx with HIS Initial
#4 N R5406EY . . . \$6.59
Same . . . sterling silver mounting.
#4 N R5407EY . . . \$4.19

Handsome Ring with mounted ruby . . . \$4.98
engraved mounting. State choice.
#4 N R5557EY . . . \$4.98

Signal Ring with gleaming satin finish top. Always so popular because it is such a personal gift. Initials engraved, but NO C.O.D. ORDERS. If correctly engraved it may not be returned. Print 2 initials.
#4 N R5634EY . . . \$4.49

Genuine Onyx with Genuine diamond. Most like Dad's mounting is exactly like Dad's
#4 N R5568EY . . . \$10.98

Ring a bell with any man this Christmas . . . Give him a handsome ring

FRATERNAL Rings for Men

All rings are 10K yellow gold. Diamonds are set in rich 10K white gold to bring out sparkle. State ring size 8 to 12.

Masonic . . . Knights of Columbus . . . or Elks
Synthetic ruby. Emblem and countersunk diamond
#4 N R5459EY—State HIS Emblem . . . \$34.95
#4 N R5460EY—Genuine black onyx. State emblem . . . \$29.95
Diamond. Emblem countersunk in Synthetic ruby.
#4 N R5450EY—State HIS Emblem . . . \$39.98
#4 N R5463EY—Genuine black onyx. State emblem . . . \$34.50
HIS Emblem countersunk in Synthetic ruby.
#4 N R5493EY—State HIS Emblem . . . \$29.95
#4 N R5494EY—Genuine black onyx. State emblem . . . \$26.95
Two diamonds but . . . t genuine onyx and emblem
#4 N R5455EY—State HIS Emblem . . . \$19.98
#4 N R5454EY—Synthetic ruby. State emblem . . . 24.98

Rings with MASONIC EMBLEM ONLY

Masonic emblem countersunk in genuine onyx.
#4 N R5453EY—"Tool" emblem on sides . . . \$19.98
Masonic emblem encrusted on genuine onyx
#4 N R5484EY . . . \$16.98
#4 N R5485EY—Same ring with Synthetic ruby . . . 21.95
Inlaid Masonic emblem in Simulated ruby
#4 N R5452EY—Our Budget-priced Wonder. 12.50
Masonic emblem countersunk in oval . . . genuine onyx.
#4 N R5451EY—"Tool" emblem on sides . . . \$19.98

INITIAL Rings . . . a Personal Gift

All mountings are 10K yellow gold. Diamonds set in white gold for added brilliance. State ring size 8 to 12. Print initial

Synthetic ruby with two diamonds on sides.
#4 N R5401EY . . . \$23.95
Same with genuine Onyx
#4 N R5402EY . . . \$18.50
Unusually large Genuine Onyx designed with stark simplicity that is so popular
#4 N R5413EY . . . \$5.98
Semi-oval Genuine Onyx as definitely masculine
#4 N R5405EY . . . \$13.98
Genuine Onyx in modern tailored mounting
#4 N R5415EY . . . \$11.98
#4 N R5416EY—Sterling. 4.98
Fiery diamond shines brightly in synthetic ruby
#4 N R5422EY . . . \$22.98
Same with genuine Onyx
#4 N R5432EY . . . 7.98
NEW . . . genuine Antique Onyx with diamond
#4 N R5433EY . . . \$21.98
Same with Synthetic ruby.
#4 N R5434EY . . . \$26.98

Genuine Onyx with white Zircon in 10K white gold.
#4 N R5400EY . . . \$28.75
Same with 3/100 ct. diamond
#4 N R5446EY . . . \$34.95
Our Finest Initial Ring . . .
countersunk in Synthetic Ruby
#4 N R5429EY . . . \$34.95
#4 N R5430EY—Onyx . . . 29.95
Most Modern . . . 2 cutout initials in Sterling. Made to order. Shipped from Los Angeles factory. NO C.O.D.'s. Print HIS 2 initials. Postpaid.
#4 N R5428EY—Wt. 4 oz. . . \$8.98
Same in costly 14K yellow gold
#4 N R5445EY . . . \$42.95
SIGNAL RINGS. Engraved at no charge. NO C.O.D. ORDERS. If correctly engraved may not be returned. Print up to 3 initials.
Low-priced Signal.
#4 N R5615EY . . . \$7.49
Heavier, engine turned top.
#4 N R5613EY . . . \$9.49

POPULAR Rings for Men

Why are they so popular? . . . because each one is so distinctively masculine and smartly designed. All mountings are 10K yellow gold. State ring size 8 to 12

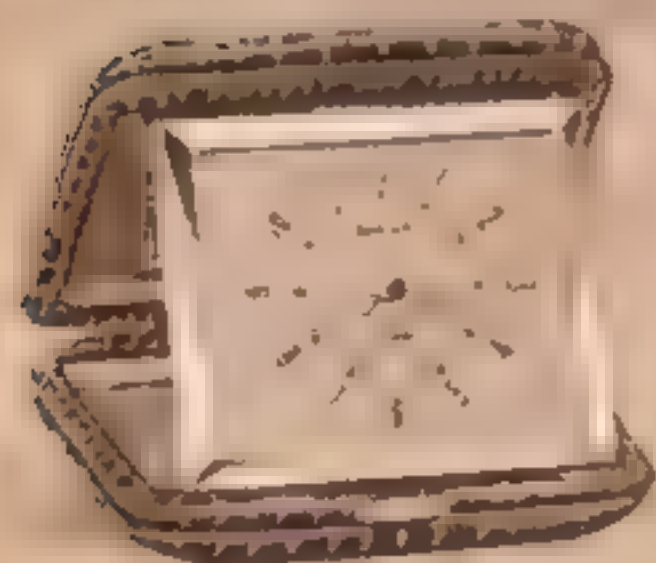
Simulated ruby in modern style mounting.
#4 N R5548EY . . . \$8.98
Synthetic Ruby set in massive mounting
#4 N R5576EY . . . 16.98
Synthetic Ruby in expensive style setting
#4 N R5571EY . . . \$16.98
Two genuine Diamonds with Synthetic Ruby that has been expertly cut for extra sparkle
#4 N R5556EY . . . \$17.98
Flashing diamond-like White Zircon (about 1 1/2 carat). Rich contrast added with striking synthetic ruby at each side set in 14K gold.
#4 N R5537EY . . . \$28.98
#4 N R5547EY . . . \$23.98
Large White Zircon (about 2 1/4 carat) . . . size sparkling zircons on both sides. All these ones seem much larger and more brilliant because they are set in pure white gold.
#4 N R5572EY . . . \$29.98
Carved Tiger Eye Cameo . . . masculine favorite
#4 N R5535EY . . . \$9.98
Genuine Hematite Intaglio with rich sheen that always make this type of ring such a terrific hit with men. Each detail painstakingly carved, too
#4 N R5575EY . . . \$14.98

Be sure to read HOW TO ORDER Above. Shipping weight each 4 ounces.

CPRMN/MTQ, PAGE 81 . . . RINGS



Was \$7.95
Price Repeated at
\$6.75



**Laboratory Tests Proved
No Finer imported JEWELLED
Alarms Selling Under \$20.00**



Was \$8.65
Price Repeated at
\$7.35

**Low introductory prices on our four
newest 7-Jewel Imported Alarm Clocks
with the famous Harmony House features**

- [A] Newest Style . . .** numbers are on outside of case. Luminous hands, hour dots, silver color dial. Polished brass base. Features at right. Ivory, pink or blue; gold color trim. 3 1/4 in. high. State color.
4N7040E—Wt. 1 lb. Special **\$7.35**
- [B] New Travel Alarm** with genuine leather case in red, blue, brown or green. Gold plated monogram at no extra charge. Luminous hands, hour dots on gold color dial. 3 1/4 x 2 1/4 in. State color, print initial.
4N7043E—Wt. 9 oz. Special **\$8.50**

- NEW "Pedestal" Alarm Clocks . . .** the gift for those who have been wanting a smart "living-room" alarm. Grooved gold color base matches trim around clock. 4 1/4 in. high. Ivory color metal case is just right if her setting is modern or traditional. One-day clock has features at right. Shpg. wt. 1 lb. 6 oz.
Plain with pierced hands
4N7013E—Introductory **\$7.75**
- [C] Complete Luminous hands and numerals**
4N7014E—Introductory Price **\$8.50**

- Made by master European craftsmen in Germany (U.S. Zone) to same exacting specifications as a fine jeweled watch
- Precision jewels at points of greatest wear assure accuracy and long life
- Exclusive New "Permalarm" . . . sets automatically each time you wind alarm
- Hair spring and balance wheel are temperature compensated
- Mainspring is dust protected
- Electronically timed and adjusted
- All this . . . PLUS exquisite jewel styling

15% OFF

**Big Sale Repeated on
Harmony House Alarms**

It's more than just savings though, that make these Harmony House alarms such outstanding Christmas gift values. This modern design has proved to be tops because it has the richness of artistic simplicity.

Slim ivory enameled metal case with gold color trim and base has all the superior features described at left. 1 day alarm is just 3 1/4 in. high. Shipping weight each 1 pound

- [E] Plain Dial with pierced hands**
4N7011E—Sale Price Repeated at **\$6.75**
- [F] Brown dial with luminous hands, numerals.**
4N7012E—Sale Price Repeated at **\$7.35**



**Below Manufacturer's Cost
Save \$21.00 on Seth Thomas
"Travatrix" 7-Jewel
8-Day Travel Alarm Clock**

Never sold below
\$35.94 NOW **\$14.94**

- 7-jewel 8-day Swiss precision movement
- Guaranteed for 1 full year by Seth Thomas
- Genuine red Morocco leather on closed sides
- Drop doors down . . . swivel clock on tiny shelf
- Order early . . . we have a *Limited Quantity*

A once in a lifetime offer . . . and so perfectly timed for a really elegant Christmas present. 2-inch silver-plated dial with numerals etched in brass . . . and of course luminous hands and hour dots. Brass base 6 in. long when opened . . . compact 1 1/2 in. closed. Wt. 9 oz.

4N7019E—Save \$21.00 Now on "Travatrix". **\$14.94**

82 . . . SEARS, ROEBUCK AND CO. CHICAGO

Travel Alarms on Sale

- [G] Travel Alarm Reduced 20% . . . with** gold plated monogram tool. Compact case covered with lizard-grain simulated leather in red, blue, brown or tan. Luminous hands and numerals. 3 1/4 in. high open. 30-hour movement. Print 1 initial for monogram (of course at no cost).
4N7017E—State color. Wt. 12 oz. Wt. \$9.95 Now **\$5.49**
- [H] 15% OFF on Lowest Priced genuine** leather Travel Alarm we have ever offered. Red, blue or brown Morocco or tan pigskin. 40-hour movement. Luminous hands and numerals. 3 1/4 in. Print 1 initial for gold plated monogram.
4N7009E—State color. Wt. 12 oz. Wt. \$9.95 Now **\$6.75**

Porcelain Clocks CUT 10%

- [J] Save on Porcelain China Occasional** Clock. Authentic design with charm of a French antique. Hand-painted flowers. 8 in. high. Self-starting Sessom Electric Movement.
4N7364E—Shpg. wt. 3 lbs. Wt. \$9.95 . Now **\$8.95**
- [K] Miniature Porcelain China Boudoir** Alarm. Authentic "Dresden China" design. Hand-painted floral motif. 1-day spring-driven movement. 7 in. high.
4N7309E—Shpg. wt. 2 lbs. 8 oz. Wt. \$6.95 . Now **\$6.25**

Save \$3.00 on Home Sweet Home

- [L] The gift that's so appealing.** Grandma actually rocks and cottage and dial light up (switch is on back of case). Either ivory color plastic cottage with red roof . . . or walnut color with gray roof. Both have green shrubbery and white trellis. Self-starting movement. 12x3 1/4 x 7 1/4 in.
4N7317E—State color. Wt. 6 lbs. Wt. \$19.95 . Now **\$16.95**

Harmony House 8-day Alarms

- Harmony House precision 8-day Alarms still CUT 15%. Maroon, black or ivory color metal case, gold color non-tip base. 5 in. high. Wt. 1 lb. 11 oz. State color.
- [M] 4N7048E—Plain with white dial \$3.98**
- [N] 4N7056E—Luminous hands on black dial 4.56**

National Call Alarm CUT

- [P] 15% Reduction Repeated on Our** Lowest price 1-day luminous alarm. Ivory color case, gold color trim with wide, firm base. Black dial, luminous hands, numerals. 4 1/4 in. high.
4N7049E—Wt. 1 lb. 6 oz. Sale Price Repeated **\$2.37**



Lowest Prices ever on Our 2 Most Popular Clocks

A Was \$39.95
Cut \$5.00

\$34.95 \$3.50
Cash Down

B Was \$39.50
Cut \$3.00

\$36.50 \$4.00
Cash Down



400-day Clock REDUCED \$5.00

A A precious heirloom made by skilled craftsmen. Polished brass clockworks with removable glass dome. Visible pendulum rotates slowly. Hand-painted porcelain china dial. Heavy brass base 7 3/4-in. diam. 12 in. high. Made in Germany (U.S. Zone). Specially packed. 4NM7312E—Shipped express. Shpg. wt. 10 lbs. Now \$34.95

Westminster Chime Clock CUT \$3

B Chime peels each hour in full-tone chords—a patented feature. Deep tones sound quarter hour. Hand-rubbed mahogany veneer wood in tambour design. Gold-silver color dial. Self-starting electric movement. 4NM7166E—20x3 1/2 x 5 1/2 in. Express Wt. 7 lbs. Now \$36.50

NEW Hand-painted 400-day Clock

C Masterpiece of old world charm. Daintily feminine flowers painted by hand. Clear glass finish over brass base. 400-day movement. Mahogany veneer. 11 1/4 in. high. 4NM7343E—Shipped express. Shpg. wt. 10 lbs. \$41.50

NEW... Chime or Strike Clock

D Smallest ever, 4 1/4 x 5 1/4 x 2 1/4 in. Hand-rubbed mahogany veneer wood. Raised gold-color numerals. Hands on silver-color dial. Self-starting electric. Wt. 7 lbs. 4NM7171E—Westminster Chime. Special Price \$36.50 4NM7172E—Strikes hours. Special 29.50

NEW "Flagship" Clock... lights up

E Rigged just like old-time schooner... precise light switches on deck. Unfurled flags and wind-tiller sails are chrome. Self-starting electric clock with black hands on gold-color dial is nautically set in steering wheel. Hand-rubbed mahogany veneer wood. 4NM7369E—20 1/2 in. high. Express Wt. 8 lbs. \$17.95

Sessions Western Horse Clock

F Handsome statue of thoroughbred horse cast in rich bronze-color metal. Self-starting electric clock mounted in horse-shoe shaped case with 2 pointers in mahogany corral. Mahogany-color wood base. 4NM7368E—17x5x11 1/4 in. Shpg. wt. 6 lbs. \$13.50



Was \$16.95

Cut to

\$14.30

Was \$19.95

Cut \$2.00

\$17.95

Was \$32.50

Cut \$3.25

\$29.25

Genuine Cuckoo Clocks Cut Even Lower

HAND-CARVED Cuckoo Clocks imported from Europe's Black Forest. Colorful cuckoo calls hours and half hours. Gong strikes with Cuckoo. Two-weight, 1-day, pendulum movement.

G Budget-priced 11-inch Cuckoo Clock Cut 10%. Hand-carved, polished wood case in "bird and leaf" design. White Roman numerals and hands. 4NM7313E—8 1/2 x 11 1/4 in. Shpg. wt. 6 lbs. Was \$15.95. Cut 10% to **\$14.30**

H Larger, 13 1/2-inch Cuckoo Clock Cut \$2.00. More elaborate wood case with "bird and boughs" design deeply carved by hand and polished to rich, dark luster. White numerals and hands. 10x13 1/2 in. Express. Wt. 8 lbs. 4NM7304E—Was \$19.95. Cut \$2.00 for worthwhile Christmas savings. **\$17.95**

I Largest of all, With biggest reduction... Cut \$3.25. Deluxe 16-inch Cuckoo Clock with "Hunting Scene." Most elaborate, deeply hand-carved case adorned with symbols of the hunt... game bird, hare, old-fashioned hunting rifle and topped by a carved stag's head. Largest, 9 1/2 x 16 in. Express. Wt. 10 lbs. 4NM7321E—Was \$32.50. Cut \$3.25 for your Christmas savings to **\$29.25**



Special Christmas BARGAINS on G.E. Alarms

Repeater
Price Was \$11.94

Sale Price Repeated at **\$8.44**

K Save \$3.50 on this automatic electric alarm. Rings 24 hours without resetting. Can be set for week ends. Mahogany-color case with silver metal trim. Dark hands. 4NM7082E—Shipped express. Postpaid. 3 oz. Sale Repeated **\$8.44**

"Twinkle" Maintained
Price was \$10.74

CLOSEOUT **\$7.44**

Modern styling that... Big 30% savings on this mahogany clock with richly-polished metal trim and base. Dark numerals on ivory-color dial. Gold-color hands. 5 1/2 in. high. 4NM7123E—Shpg. wt. 2 lbs. 8 oz. Closeout **\$7.44**

"Gourmet"
Price Was \$8.34

Sale Price Repeated at **\$5.98**

M Still reduced full 28%. Designed to pop up kitchens. Numerals raised to stand out clearly. Plastic case in red or green with white numerals, yellow with green numerals or white with red numerals. 7 1/4-in. diam. Silver color. 4NM7283E—Shpg. wt. 2 lbs. 6 oz. Still **\$5.98**

"Warbler" Maintained
Price Was \$15.00

Sale Price Repeated at **\$10.50**

N SAVE \$4.50 on beautiful G.E. Clock. Ringing bell alarm makes it extra-special. Rich mahogany-finish wood case, gold-color numerals with gold-color hands. Brushed-metal hour track. 5 in. high. 4NM7089E—Shpg. wt. 2 lbs. 12 oz. **\$10.50**

NOTICE FOR 2 PAGES: Prices include 20% Tax except Alarm Clocks Under \$5.50 include 10%. Electric clocks are UL approved. They are complete with cord and plug for 110-volt, 60-cycle AC.

TURNING PAGE 83... CLOCKS

WishbookWeb.com

Why Orvin Precision Timekeeping is Unsurpassed by any other Leading Watch

Orvins are made by foremost Swiss watch manufacturers. Each Orvin has the dependable jeweled Orvin Swiss movement with genuine jeweled lever escapement. This assures you accuracy, long service, and ease of repair.

The precision jewels in an Orvin watch allow it to function unceasingly, year after year, with a minimum of wear. The amazing hardness of these jewels, their precise finish, and their perfect positioning within the watch add further assurance of precision timekeeping unsurpassed by any other leading fine-quality nationally advertised watch.



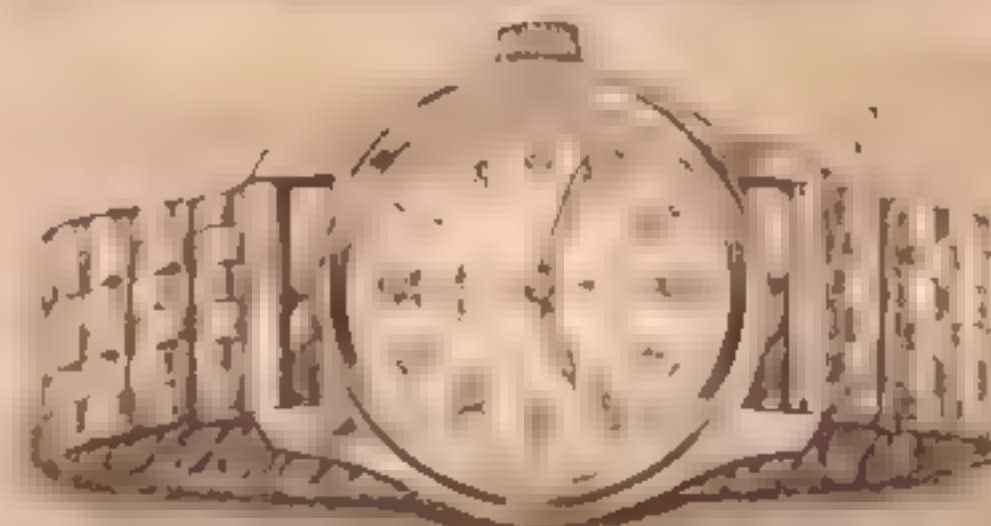
Greatest Christmas

Two full pages of regular fine-quality
17 and 7-jewel Orvins . . 23 brand-new styles!



5 Women's, 3 Men's
17 Jewels **\$18.95** Each

Six 7-jewel
styles **\$15.95** Ea.



**Our Lowest Price
Ever for a 17-Jewel
Bangle Style Watch!**

Five Glamorous Styles for Women . . Choice of Yellow or White Gold

- Especially Designed for this Big Christmas Value Selection
- 7 or 17 Jewels . . Genuine Orvin Movements; Anti-Magnetic

Bewitching beauties of the watch-maker's art! And priced to bring you one of the biggest values you've ever enjoyed! Notice the exquisitely designed cases, so expensive-looking, so feminine, so modern . . they're masterfully crafted of luxuriously gleaming 10K rolled gold plate, with stainless steel backs. Notice, too, the breath-taking loveliness of the dainty, gracefully shaped bands (they're 1/20 12K gold filled with stainless steel backs). Crystals are of shatter-proof Lucite, fashionably thick, and raised or domed. All watches in this group have expansion bands, ex-

cepted [1], which has snake band, and [2] which is bracelet style exclusively designed for Orvin. Expansion band on watch [6] is telescope-type.

4 N 134E—17 Jewels. State color you want—yellow or white. State style (1), (2), (3), (4), or (5) . . . If you order style (1), please state wrist size in exact inches Each \$18.95

4 N 154E—7 Jewels. State color you want—yellow or white. State style (1), (2), (3), (4), or (5) . . . If you order style (1), state wrist size Ea. \$15.95

Shpg. wt. each 9 oz. For wrist size, measure completely around wrist and print exact size in inches

Special Christmas Values for Men

- All Shock-Resistant—Orvin Precision Movements
- All Anti-Magnetic—17 Jewels ([6] also in 7-Jewel)

Watches [6] and [7] have 10K yellow rolled gold plate cases with stainless steel backs; 1/20 12K gold filled expansion bands with stainless steel backs. 17 jewels and the other features above. [8] has chrome-plated case with stainless steel back—and it's water-resistant! It has all stainless steel expansion band, luminous figures, hour, minute hands; red sweep second hand. 17 jewels and the other features listed above.

4 N 360E—State style (6), (7), or (8) Each \$18.95

4 N 380E—Same as style (6) except 7 jewels \$15.95

7-Jewel Orvins . . Swiss Movements \$12.95

Anti Magnetic . . Stainless Steel Backs

[9] Women's. 10K yellow rolled gold plate; stainless steel back. 1/20 12K gold filled expansion band; stainless steel back. 7 jewels. Anti-magnetic. 4 N 115E \$12.95

[10] **VERY SPECIAL!** The lovely new bracelet style—now in white rhodium finish—the same rhodium which is used to enhance the dazzling beauty of expensive platinum watches! But the case and bracelets are finished in this wondrous rhodium which won't wear off! Backs are stainless steel. Anti-magnetic. 4 N 129E—7 jewels \$12.95

[1] Men's dress watch of 10K yellow rolled gold plate with stainless steel back. Orvin movement, with genuine jeweled lever escapement. 1/20 10K gold filled expansion band; stainless steel back. Shatterproof crystal. 7 jewels. Anti-magnetic.

4 N 313E \$12.95

[2] Men's dress watch of polished chrome plate with stainless steel back. All stainless steel expansion band. Unbreakable crystal Orvin movement, with genuine jeweled lever escapement. 7 jewels. Anti-magnetic. 4 N 333E \$12.95



Each Watch on this page in Gift Box

Watch Values in Sears History!

Not manufacturer's "mistakes" or leftovers that didn't sell
... all are *latest-style Orvins*—all are *brand-new* fresh stock!



3 Women's, 2 Men's

\$21⁹⁵ Each

17-jewel movements



4 Women's, 2 Men's

\$24⁹⁵ Each

Two cases are all 14K gold



Each watch on this page packed in rayon velvet Christmas box



Marinet



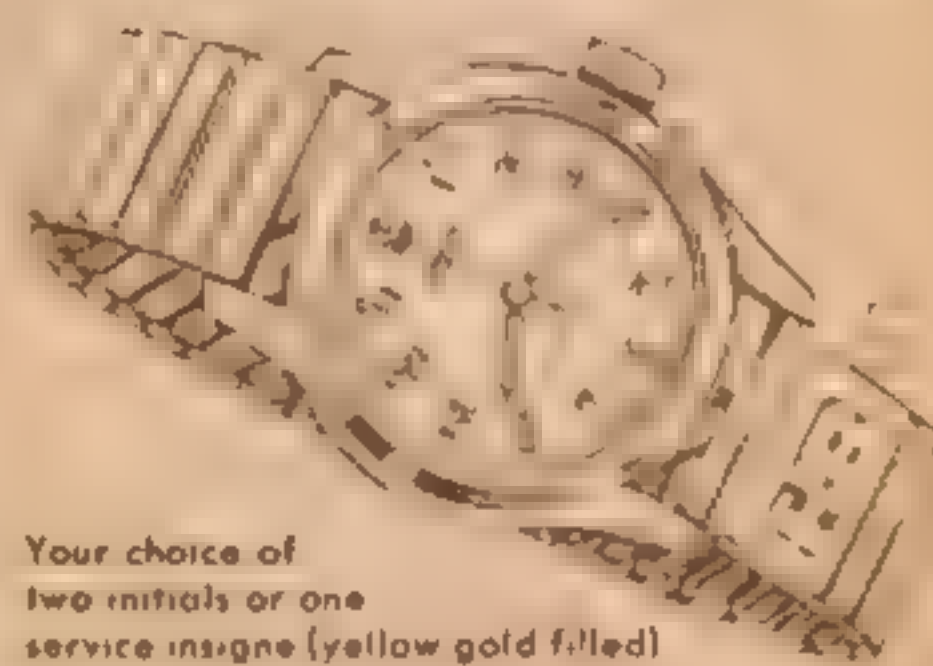
Army



Navy



Air Force



Your choice of two initials or one service insignia (yellow gold filled)

[6] [7] Women's... 14K Gold—Yellow or White. Beautifully crafted 14K gold cases (front and back). Raised shatter-proof Lucite crystals. 17 jewels. Anti-magnetic. Bands are 1/20 12K gold filled, stainless steel backs. [6] has lovely fan-style telescope expansion band. [7] has new genuine double-snake band, with adjustable safety center clasp (for perfectly comfortable fit). 4N 235E—State style number [6] or [7]. For [7], state wrist size (measure carefully around wrist and print size in exact inches). Also state color (yellow or white) ... Each \$24.95

[8] [9] New Bangle Styles... New Initial Charm—Yellow or White. Gracefully shaped bracelets (1/10 10K gold filled), rich grooved design... bewitching initial charm! 10K rolled gold plate cases, stainless steel backs, 17 jewels, Anti-magnetic. Domed crystals. 4N 420SE—State [8] or [9]. Print initial. State color. Each \$24.95

[10] [11] Men's Sport Styles. Both are Incabloc shock-resistant; water and dust-resistant; 17 jewels; anti-magnetic, and have luminous hands. [10] is self-winding, has chrome-plated case and back and expansion band. [11] has 14K yellow gold filled case with stainless steel back. Matching expansion band with two initials or service insignia (initials and insignia are yellow gold filled). A typical Sears value.

[10] 4N 0446E ... \$24.95
[11] 4N 0467E—State choice of case, also two initials or one service insignia \$24.95

[1] [2] [3] Three Lovely Styles for Women—All in Your Choice of Yellow or White 10K Rolled Gold Plate. Pick your size—value from this group of shapely beauties! 17 jewels. Anti-magnetic. Cases have stainless steel backs. Exquisitely dainty expansion bands are 1/20 12K gold filled, with stainless steel backs. Non-shatter Lucite crystals. Style [1] has gracefully domed crystal. Style [2] has raised crystal and telescope-style expansion band. Style [3] has strikingly different faceted crystal, and its expansion band has 3 engraved initials.

4N 245E—State style number [1], [2], or [3]. State color. For style [2], print 3 initials wanted ... Ea. \$21.95

[4] [5] Men's... Shock-Resistant by Incabloc—Heavy Domed Crystals—Handsome Gold-filled Expansion Bands. Dress styles that speak well for a man's taste. Both have the fine Orvin movement, as have all the other watches on these two pages. 17 jewels. 10K yellow rolled gold plate cases, stainless steel backs. Shock-resistant by Incabloc. Heavy domed Lucite crystals—non-shatter. Anti-magnetic. Expansion bands are 1/20 12K yellow gold filled, with stainless steel backs.

4N 420E—State style number [4] or [5] ... Each \$21.95

TAX AND SHIPPING NOTICE FOR THESE TWO PAGES: Ship wt. ea. watch 9 oz. Watches shown 1/2 actual size. All prices on these two pages include 10% Federal Tax.

Order regularly and receive your catalogs regularly

Self-winding... Our Finest Orvins

Corrosion, dust and water-resistant **\$29.95**

SAVE \$5 on style [6]... \$10 on style [8]. Both watches have famous Orvin automatic movement... winds itself as you wear it—more accurate because main-spring tension is kept constant. Both have all stainless steel cases and all stainless steel expansion bands; 17 jewels; Incabloc shock-resistant anti-magnetic... and both are resistant to the corrosion of salt water. Both have red sweep second hands and handsome crystals of shatter-proof Lucite.

[6] 4N 0237E—Women's. Wt. \$34.95. \$29.95

[8] 4N 0424E—Men's. (Has luminous figures, hour, minute hands) Wt. \$39.75. \$29.95



Wt. \$34.95
this spring



Wt. \$39.75
year ago

TURNING PAGE 85... WATCHES



7 and 17-Jewel Beauties
created especially for

High School and College Students

Fine quality unsurpassed by other nationally-known watches selling at higher prices

Plus

\$1595 to \$2495 (Prices include 10% Fed. Tax)

Plaid Gift Box... domed snap cover

And remember, all Orvins are ANTI-MAGNETIC... all have genuine Orvin movements and super-hard Orvin jewels

- 1 Young Men's 17-Jewel. Water-resistant. Incubator shock-resistant stainless steel back and expansion band. Luminous hour and minute hands and figures. Unbreakable crystal. 4N374E—Stainless steel case \$18.95 4N358E—All stainless steel case, corrosion-resistant \$21.95 4N361E—10K yellow gold plate case, 1/20 12K gold filled band \$21.95
- 2 Campus champ for service and looks—that's this men's dressy Prep expansion band. Expansion band, 17 jewels. Incubator shock resistant. Engraved initials 4NR353E—Print 3 initials... \$24.95
- 3 Bewitching beauty in 10K yellow rolled gold plate; stainless back. 17 jewels. Incubator shock resistant. Engraved initials. 1/20 12K gold filled, stainless steel center clasp. State color gold (measure around wrist) 4N165E—17 jewels... \$18.95 4N166E—7 jewels... \$15.95

- 4 Sweet-as-honey styling! Lovely expansion band (1/20 12K gold filled) of tiny hearts. 10K yellow rolled gold plate case. Band and case have stainless backs. Raised crystal 4N214E—17 jewels... \$19.95 4N175E—7 jewels... \$16.95
- 5 Adorable expansion band is the perfect mate for the very feminine case. Three initials in dainty script style. 17 jewels. Domed crystal. Case is 10K rolled gold plate, stainless back. Band is 1/20 12K gold filled, with stainless back 4NR254E Yellow Print 3 initials \$21.95 4NR297E White Print 3 initials \$21.95
- 6 Charming for a young lady's wrist! Notice the graceful, slender lines of this lovely bracelet style and its initialed heart charm, 17 jewels, 10K rolled gold plate case; stainless back 1/10 10K gold-filled bracelet. Faceted raised crystal 4NR298E Yellow, Print initial, \$24.95 4NR299E—White Print initial \$24.95

Shipping weight each watch 9 oz. Shows 3/4 actual size.

EXPANSION WATCH BANDS

... to give your watch that "up to the minute" look
... styles for both men and women—from \$1.45 to \$5.95

Five good reasons why you should order one of these handsome Orvin expansion bands:

- Convenience—no fumbling with strap or clasp... just slip your watch on or off in a jiffy...
 - Appearance—good-looking styling, quality construction
 - Comfort—easy fit, freedom from binding
 - Protection—expansion bands absorb shock of sudden jolts
 - Low Price—Orvin bands give you quality at a price that means value... we believe they're America's best buys
- Shipping weight each band 4 ounces

Women's... 3 of these are brand-new for this book!
All in choice of yellow or white 1/20 12K gold filled, stainless backs

- 4NR1270E—New Engraved 3 initials. Print 3 initials. State color gold \$5.95
- 4N1237E—Lovely faceted design. State color gold \$3.45
- 4N1215E—Attractive, modern. State color gold \$3.45
- 4N1271E—New this book, Telescope-type. State color gold \$2.45
- 4N1272E—Bewitching loveliness. New this book, State color gold \$2.45

Men's expansion bands, all brand-new for this book!
All are 1/20 12K gold filled unless otherwise stated

- 4NR1170E—Has 3 initials. White or yellow gold filled; stainless steel back. Print 3 initials wanted. State color of gold \$5.95
- 4N1171E—Double diamond design, Yellow Stainless steel back \$3.45
- 4N1172E—Dressy styling, Yellow. Stainless steel back \$3.45
- 4N1173—Same as 4N1172 but all stainless steel \$2.45
- 4N1174E—Propeller design, Yellow, Stainless steel back \$2.45
- 4N1175—Same as 4N1174 but all stainless steel \$1.45



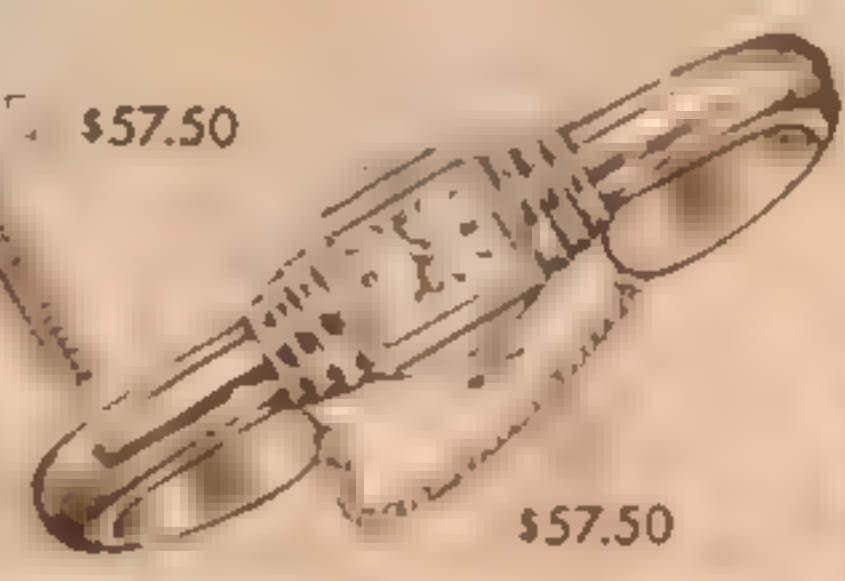
HOW TO ORDER EXPANSION BANDS

State catalog number; also state color if there is a choice. Men's Bands: State end width (measure your watch from point X to point Y shown in small sketch at the left). Bands come in choice of 3/4 or 1/2-inch end width. Women's: No measurement is needed for women's expansion bands. Shpg. wt. ea. band 4 oz. Prices include 20% Fed. Tax where catalog number ends in E. Bands shown about 2/3 actual size. You can easily attach a new expansion band without any special tools. Instructions included. Takes only few minutes.





NO POSTAGE... NO CHARGE FOR CREDIT!
Only \$5 to \$12 Monthly
See information at bottom of this page



Diamond-set Lady Elgin

2 diamonds \$125.00
4 diamonds 150.00
6 diamonds 185.00

Women's... all gift boxed... in yellow or white gold

- | | | | | |
|--|---|---|--|--|
| <p>Miss America
A new Bulova model with all the loveliness the name implies! 17 jewels 10K yellow rolled gold plate case, stainless metal back. Exquisitely styled telescope-type expansion band.
4 N 0614TE... \$35.75</p> | <p>Miss Universe
Another new Bulova creation of exciting beauty! Modern-style case is 10K yellow rolled gold plate, stainless metal back. Tiny diamond design on the telescope-type expansion band, 17 jewels.
4 N 0615TE... \$39.75</p> | <p>Academy Award
Notice the shapely case and the slim lines of the lovely telescope-type expansion band. 21 jewels 10K rolled gold plate case, stainless metal back.
4 N 0616TE - Yellow
4 N 0619TE - White
Either color \$49.50</p> | <p>Corinthia
Bulova beauty, high-lighted with two diamonds. Genuine snake chain bracelet. Case and band are 1/10 10K white gold filled, with stainless metal backs, 17 jewels.
Please state wrist size.
4 N 0620TE... \$57.50</p> | <p>American Girl
A new Bulova version of the bewitching bracelet style—to set feminine hearts fluttering! Case and bracelet all 1/10 10K gold filled 17 jewels.
4 N 0617TE - Yellow
4 N 0618TE - White
Either color \$37.50</p> |
|--|---|---|--|--|

Elgin's Finest Movement!

Here's a new Elgin watch with a new look—a new accent of shimmering diamonds. Tiny bewitching case is solid 14K white gold. The 3-point diamonds are mounted in lovely "Lily of the Valley" motif end-pieces. High domed crystal. Dial is white, with dainty figures in contrasting jet black. The 19-jewel movement is Elgin's very finest. Cord band is luxurious black nylon. Beautiful gift box. Please see information at bottom of page.)
 4 N 0831TEY 2 diamonds (1/16 carat total wt.) \$125.00
 4 N 0810TEY 4 diamonds (1/8 carat total wt.) 150.00
 4 N 0811TEY 6 diamonds (1/4 carat total wt.) 185.00

Bulovas for Men... 15, 17 and 21 jewels \$35.75 to \$59.50



- | | | | |
|--|--|---|--|
| <p>Director Handsome
15-jewel Bulova, brand-new for this Christmas Book! Masculine styling and dependable performance to give complete satisfaction. Case is 10K yellow rolled gold plate. Expansion band is 1/20 12K gold filled. Case and band both have stainless steel back. Domed crystal of non-shatter Lucite.
4 N 0538TE... \$35.75</p> | <p>Treasurer by Bulova
Distinguished styling. Notice the clean, simple lines of the 10K yellow rolled gold plate case and the highly polished center plaques of the full expansion band... notice, too, the fine engraved edges that frame the raised curved crystal. Back of case is stainless steel. 17-jewel movement.
4 N 0533TE... \$45.00</p> | <p>President by Bulova
brand-new Bulova dress style for men... and especially for the man who is extra particular about the appearance and the performance of his watch. 21 jewels 10K yellow rolled gold plate case; stainless steel back. Highly-polished facets on two diamond designs of the expansion band.
4 N 0578TE... \$49.50</p> | <p>Self-winding Clipper
...winds itself as you wear it. This handsome Bulova automatic watch is water resistant to 100 feet. 17 jewels 10K yellow rolled gold filled case and stainless steel back. Automatic 19-jewel movement. 17-jewel hour and minute hands and hour markers. Sweep second hand. Expansion band of modern design.
4 N 0591TE... \$59.50</p> |
|--|--|---|--|



- | | | |
|---|---|--|
| <p>Elgin Deluxe by Elgin
...winds itself as you wear it. This handsome Bulova automatic watch is water resistant to 100 feet. 17 jewels 10K yellow rolled gold filled case and stainless steel back. Automatic 19-jewel movement. 17-jewel hour and minute hands and hour markers. Sweep second hand. Expansion band of modern design.
4 N 0591TE... \$59.50</p> | <p>Elgin Deluxe by Elgin
...winds itself as you wear it. This handsome Bulova automatic watch is water resistant to 100 feet. 17 jewels 10K yellow rolled gold filled case and stainless steel back. Automatic 19-jewel movement. 17-jewel hour and minute hands and hour markers. Sweep second hand. Expansion band of modern design.
4 N 0591TE... \$59.50</p> | <p>Lord Elgin
Superb combination of handsome styling and precision craftsmanship! Sleek case has "back" sides... and it's all 1/20 14K yellow gold filled. Fine 21-jewel Elgin movement. The genuine alligator strap... to give this watch the expensive, luxurious appearance that its superior quality deserves—and in the quiet good taste a man likes.
4 N 0741TEY... \$71.50</p> |
|---|---|--|

Bulova and Elgin watches are sent *postpaid* (ship. wt. ca. 9 oz.), and can be bought on Sears Easy Terms at no extra charge. Men's watches shown $\frac{1}{2}$ actual size, women's, $\frac{1}{4}$ actual size. All prices include 10% Fed. Tax, except those over \$71.50 include 20%. Where wrist size is requested, please print size in exact inches (to determine size, measure completely around wrist), * means watch is shipped from Chicago. Order from your mail order house.



EXTRA VALUE!

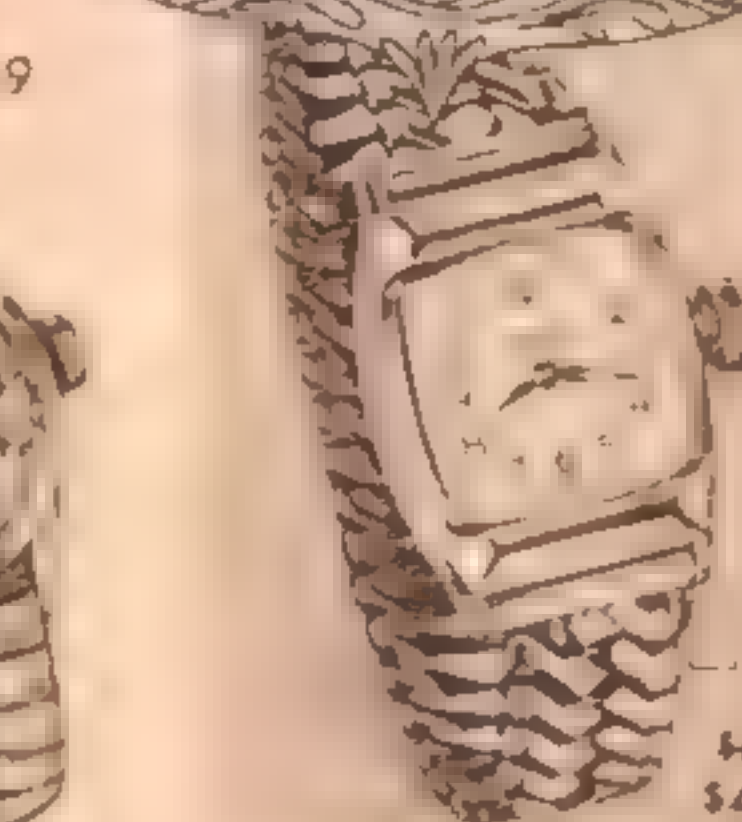
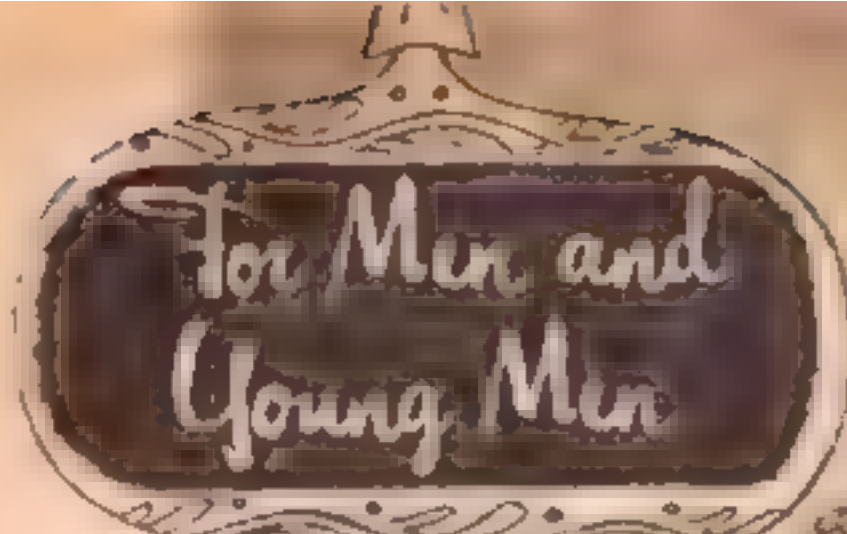
Tower watches have precision-made one-day movements, electronically timed. They cost so little because of direct factory-to-Sears-to-you distribution without expensive magazine advertising.

Shpg. wts. men's watches 4 oz.



A \$9.89

B \$13.39



Was \$6.99
\$4.59



Was \$5.99
\$4.99



Was \$8.99
\$8.09

Was \$4.99
\$6.19

New Water-proof Towers! Best quality ever—at lowest prices ever!

Water-proof . . . dust-proof . . . and shock-resistant. New dial design. Sturdy chrome-plated case in new extra-thin style . . . an outstanding case, the same, in every way, as the cases of many watches selling for much more. Stainless steel back. Expansion bands are stainless steel. Special low prices! In the 4 styles listed below.

- [A] 4 N 1792E—White dial, gold-color numbers. With genuine pigskin leather strap . . . \$9.89
4 N 1793E—Same as A but with expansion band . . . 11.19
[B] 4 N 1795E—Silver-color dial; luminous hr., min. hands, numerals. Sweep second hand. Expansion band . . . \$13.39
4 N 1794E—Same as B but with pigskin strap (tan) . . . 11.89

Polished Chrome and 10K yellow rolled Gold Plate Watches All with stainless steel backs . . . Choice of Expansion Band or Leather Strap

Tower CHROME Watches. Electronically timed for accuracy. One-day movements. Cases are sturdy chrome plate, polished to a brilliant finish. Expansion bands are stainless steel.

- [C] **Tower Chrome.** Popular thin style case.
4 N 1750E—With expansion band \$4.59
4 N 1745E—With gray leather strap . . . 3.29
[D] **Tower Chrome Luminous.** Luminous hands and numbers. Black dial. Round sport-style case.
4 N 1738E—With expansion band . . . \$4.99
4 N 1747E—With gray leather strap . . . 3.69

Tower GOLD Watches. Cases are 10K yellow rolled gold plate; stainless steel backs. Expansion bands are 1/40 10K rolled gold plate, with stainless steel backs. One-day movements, electronically timed.

- [E] **Tower Gold.** Popular thin style case.
4 N 1783E—With rolled gold plate expansion band . . . \$6.19
4 N 1770E—With tan pigskin strap . . . 3.99
[F] **Tower Gold Ebony.** Dark dial, raised gold-color numerals.
4 N 1784E—With rolled gold plate expansion band . . . 5.99
4 N 1721E—With expansion band . . . 3.89
[G] **Tower Gold Deluxe.** Gold filled numbers and hands. Handsome silver-color dial.
4 N 1785E—With rolled gold plate expansion band . . . \$8.09
4 N 1734E—With tan pigskin strap . . . 5.89

Tower Watch Prices go tobogganing down

Biggest Price Cuts Ever—and Most Price Cuts Ever—in a Christmas Offering of Towers!
30 Big Book Prices Cut . . . plus 8 Brand-New 1953 Towers at Record-Breaking Low Prices!



Was \$7.39
\$6.65



Was \$9.99
in Big Book \$8.89



Was \$7.39
\$6.65



Was \$5.99
\$4.85



Was \$9.99
in Big Book \$7.55



Was \$6.99
\$5.75



Lady Tower Watches for Women

- Special shock-resistant movements . . . dials and movements amazingly tiny—small as a nickel
- Electronically timed and adjusted to three wrist positions
- All cases and bands have stainless metal backs
- Styled for work, sports, or dress

Lady Tower CHROME . . . luxuriously styled tiny case is richly chrome plated. Curved non-shatter crystal, silver-color dial. Black hands and numerals.

- [H] 4 N 1811E—With dainty grooved link-design stainless steel full expansion band . . . \$6.65
[J] 4 N 1807E—With gray leather strap . . . 4.85

Lady Tower LUMINOUS CHROME. All features of the Lady Tower Chrome above plus fully luminous hands and numerals . . . and red sweep second hand. Ideal for nurses, teachers, etc., who need second hand accuracy, yet want a feminine looking watch.

- [K] 4 N 1812E—With dainty grooved link-design full expansion band. Full sale price repeated \$7.55
[L] 4 N 1809E—With gray leather strap . . . 5.75

Lady Tower GOLD. All the features of the Lady Tower Chrome, plus a luxurious 10K yellow rolled gold plated case. Curved non-shatter crystal protects smart white dial with gold color hands.

- [M] 4 N 1814E—With 1/40 10K yellow rolled gold plate expansion band. Full sale price repeated \$8.89
[N] 4 N 1805E—With tan pigskin grain strap . . . 6.65

SHIPPING WEIGHT AND TAX NOTICE: Shipping weight of each watch on these two pages is 4 oz. All prices on these two pages include 10% federal tax. All watches shown 3/4 actual size. All specially boxed.

"GROWNUP" STYLING FOR Boys and Girls
MADE TO FIT SMALL WRISTS

Was \$2.67
\$3.29
in chrome

Was \$5.39
\$4.85
in chrome

Was \$7.39
\$6.65
in chrome

Was \$5.19
\$4.59
in chrome

Special **\$4.19**
in chrome

Special **\$5.49**
in chrome

Special low Christmas price
New 2-jewel Boys' Watches!

Shock-Defying Jr. Towers... "Grownup" Styling All have special straps and expansion bands that fit small wrists!

For Girls. Special... resistant movements. Dials are as small as a nickel! Non-shatter crystals. Cases and expansion bands have stainless steel backs. Straps are leather.

- 4N1900E—Tower.** Chrome-plated case. Gray strap. **\$4.85**
- 4N1908E—Tower Gold.** 10K yellow rolled gold plated case. Tan strap. **\$6.65**
- 4N1904E—Tower.** Chrome-plated stainless steel expansion band. **\$6.65**
- 4N1909E—Tower Gold.** 10K yellow rolled gold case. 1/40 10K rolled gold plate expansion band. **\$8.89**

Rowdy Towers for Boys. Rugged jolt-defying cases. Non-shatter crystals. Easy-to-read dials. A and expansion bands have stainless steel backs.

- 4N1902E—Tower.** Has chrome-plated and gray leather strap. **\$5.00**
- 4N1906E—Tower Gold.** Has 10K yellow rolled gold plated case and tan leather strap. **\$3.99**
- 4N1905E—Tower.** Chrome-plated case. Has stainless steel expansion band with net. **\$4.99**
- 4N1907E—Tower Gold.** 10K yellow rolled gold case. Expansion band is 1/40 10K rolled gold plate. **\$8.89**

NOTICE FOR THESE 2 PAGES: Each watch is specially boxed. Shpg. with each watch 4 oz. 10% Federal Tax included in all prices on these 2 pages. Watches shown 1/4 in. size.

down, down



Was \$1.98
\$1.79

Was \$2.79
\$2.49

Was \$2.98
\$2.69

Lapel and Pocket Watches

- Tower Pocket Watch.** Nickel-plated case. Has handsome two-tone dial. **4N1659E—**Has black hands and numerals. **\$1.79**
- Tower Luminous Pocket Watch.** Hands and numerals glow in the dark. Black dial. Nickel-plated case. **Since 1901!** **4N1665E—**Was \$2.79... Now **\$2.49**
- Men's and Women's Tower Lapel Watch.** Leather lapel thong. Carry in purse, pocket, or on belt or lapel. Enamel borders in red, green, or black. **4N1857E—**Please state color wanted. **\$2.69**

Was \$6.95
\$4.95

Explorer Compass Watch

- A dependable watch with fine jeweled compass built right into the non-shatter crystal!** Tells right direction, gives correct time. Appeals to Boy Scouts, Girl Scouts, young "adventurers" of all ages. Ideal for hikes and camping. Sturdy chrome-plated case; stainless steel back. Bold black hands and numerals for easy time telling. Has Western style genuine leather strap (specially designed to fit small wrists) with silver-color metal buckle. **4N1879E—**Save. Was \$5.95. Now **\$4.95**

Brand-New Boys' Towers. Handsome new styling! Brand-new precision-made movements with 2 jewels at points of greatest wear for greater accuracy and longer service! Quality and looks to steal a boy's heart... and now at a special low price! As shown. Special low Christmas price. New 2-jewel Boys' Watches!

Genuine leather strap styles

- 4N1918E—Chrome-plated.** **\$4.19**
- 4N1920E—Has 10K yellow rolled gold plated case.** **\$5.09**

Expansion band styles

- 4N1919E—Chrome-plated.** **\$3.49**
- 4N1921E—Has 10K yellow rolled gold plated case.** **\$7.29**

Was \$10.75
\$9.69

Was \$10.75
\$9.69

Was \$10.75
\$9.69

Was \$10.75
\$9.69

Boys' and Girls' 7-Jewel Towers All Reduced... You Save Now at these Cut Prices

- All have genuine Swiss movements with jewels at points of greatest wear
- All have sturdy chrome-plated cases with stainless steel backs
- All are specially designed to fit children's wrists
- All handsomely styled to delight the youngsters

Tower 7-Jewel Boys' Sport Style

a "he-man" watch for active youngsters. Fully luminous hands and numerals. Red sweep second hand. White dial with silver color second track. Genuine leather strap. **4N1910E—**With gray strap. **\$9.69**

Tower 7-Jewel Boys' Calendar Watch

... shows time and day of month—a feature usually found only in very expensive watches! Fully luminous hands and numerals. Second hand has dial. Genuine leather strap. **4N1911E—**With gray strap. **\$9.69**

Tower 7-Jewel Girls' Sport Style

a dainty watch with leather-lined black suede strap and gold color buckle all her playmates will envy. She can wear it for school, play or dress. White dial, dark blue hands, numerals. **4N1912E—**With wide strap. **\$9.69**

Tower 7-Jewel Girls' Dress Watch

... so beautiful she'll think it's a fairy tale come true! Glamorous dial has real mother-of-pearl center with white track, gold color hands and raised numerals. Black cord band. **4N1913E—**With cord band. **\$9.69**

CHICKEN PAGE 89... WATCHES



Imported Wall Barometer

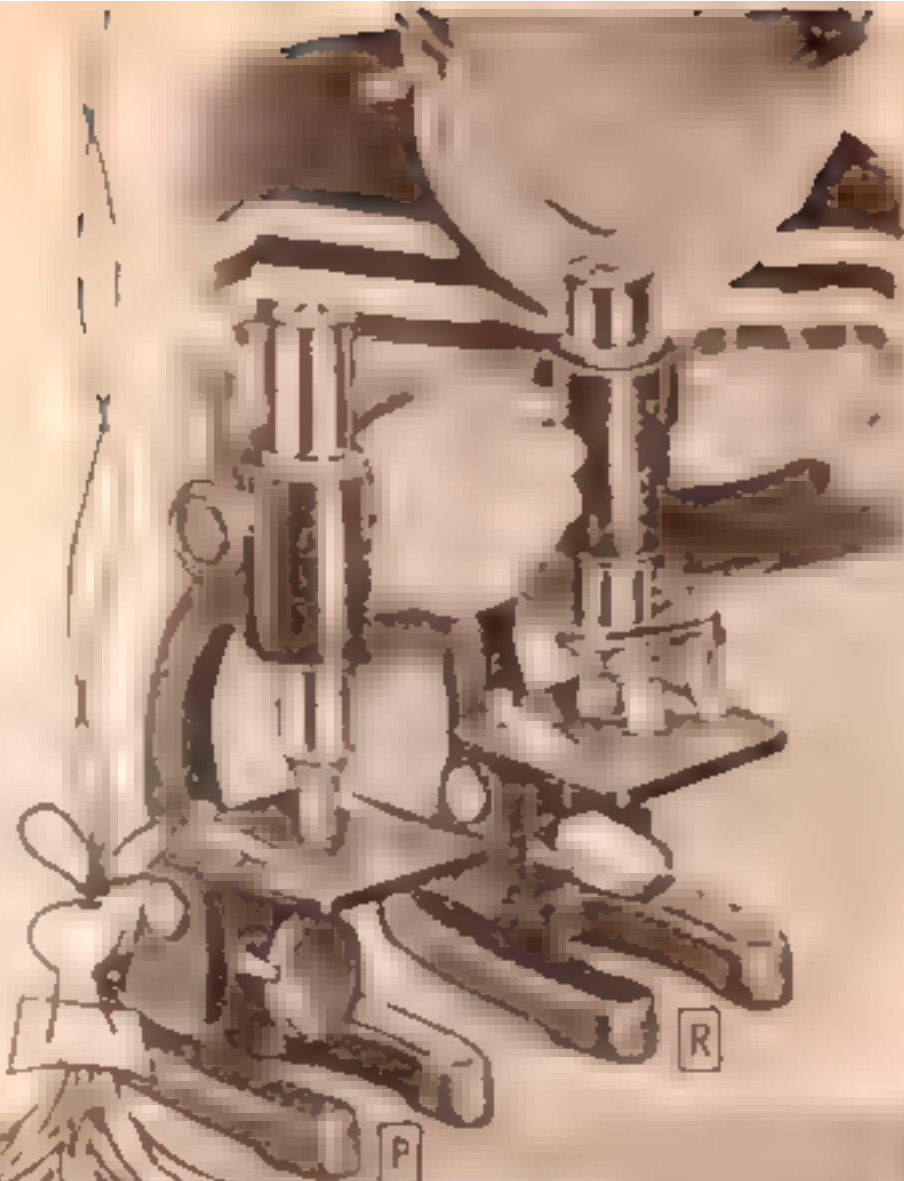
We Know It Would Be a
Good Value Even at \$5.95

... that's why we say
it is unsurpassed at **\$4.95**

Forecast local weather — foretell
rain, cold snaps or high winds
during next 24 hours

Your choice of highly polished blonde
or mahogany finish wood case. Brass
trim. Open center dial—you can see the
fine brass movement. Adjusts to 2500
feet altitude $5\frac{1}{2}$ in. in diameter. Made
in Germany (Western zone). Shipping
weight 1 pound

4 N 6667—State color wanted **\$4.95**



300-power Microscopes

For students, hobbyists who
need strong, clear magnification

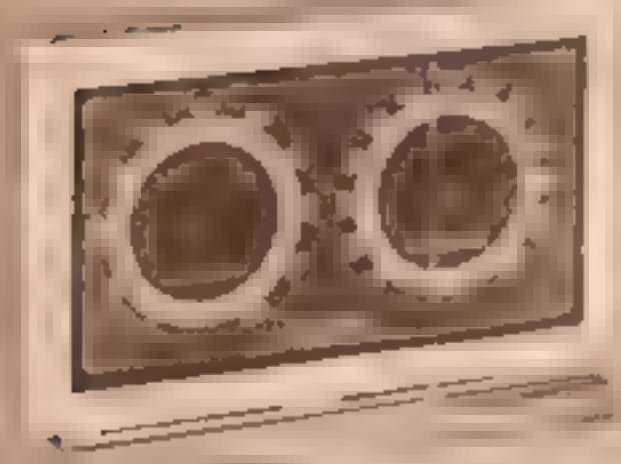
Fixed
Power **\$7.50**

Triple
Power **\$9.50**

P Magnify objects clearly 300 times. All
metal; black. Frame tilts like profes-
sional models. Clips hold slide firmly. All-
directional mirror, $7\frac{1}{4}$ in. high closed.
Fitted wood carrying case and 3 slides in-
cluded. Made in Japan. Shipping weight
4 lbs. Shipped express

4 N 66357—Fixed 300-power model **\$7.50**

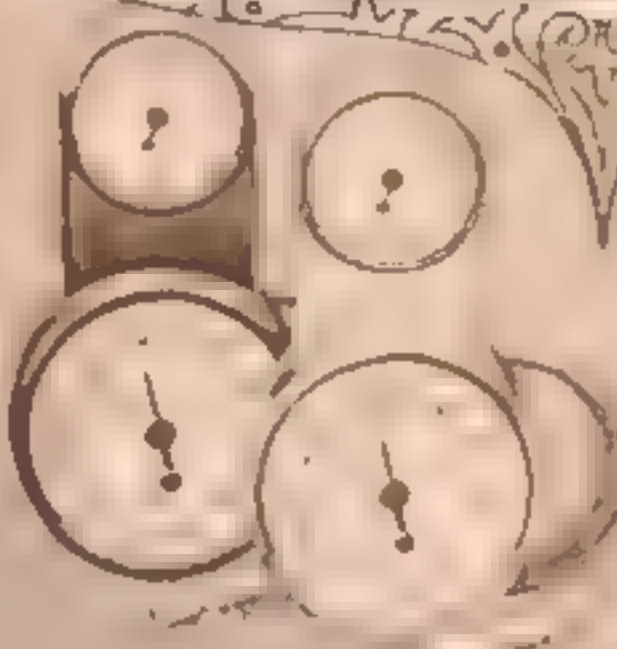
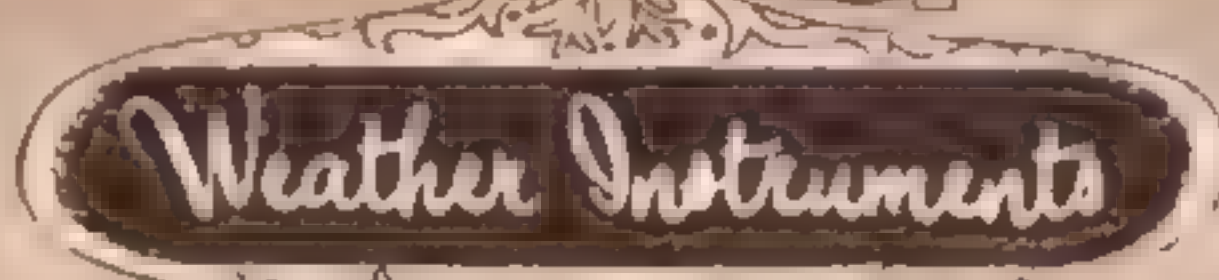
R 4 N 66358—Triple-power model. Three
powers (100X, 200X, 300X) mounted
on revolving turret. (Locate objects quickly
with lower powers, study in detail with 300
power). Made in Japan. Shpg. wt. 4 lbs.
Shipped express **\$9.50**



Thermometer-
Humidity Guide **\$4.75**



3-in-1 Combination
Instrument **\$9.75**



Indoor-Outdoor Thermometer **\$4.95**
Walnut or Ivory color



Indoor-Outdoor
Thermometer **\$4.75**



Yacht Style Barometer
... for wall
or desk **\$6.95**



Marine Style Barometer
... solid
brass **\$13.95**



Thermometer-
Humidity Guide **\$1.89**

A Airguide Thermometer-Humidity
Guide. Handsome Carlton
model. Tells the temperature and
relative humidity. Gray plastic case.
Base is solid brass, highly polished.
 $3\frac{1}{4}$ inches high, $3\frac{1}{4}$ inches wide, 2
inches deep. Shpg. wt. 2 lbs.
4 N 6593 **\$4.75**

B Airguide Combination "weather
bureau" for home or office. Pre-
cision accurate. The center barom-
eter forecasts weather trends. Hu-
midity is shown at the right; tem-
perature shown at left. Gray bakelite
case has gold-color metal trim, two-
tone dial. $7\frac{3}{4}$ in. wide; $3\frac{1}{4}$ in. high.
Has altitude adjustment.
4 N 6665 Shpg. wt. 4 lbs. **\$9.75**

C Tower Indoor-Outdoor Thermom-
eter. Mounts indoors near a
window. The top dial shows the
indoor temperature, bottom shows
the outdoor temperature. Fastens
with handy wall bracket... no holes
to bore. $6\frac{1}{4}$ inches high. 5 feet of
tubing included. Your choice of
walnut or ivory-color plastic case.
Shipping weight 1 pound.
4 N 6662 State color **\$4.95**

D Airguide Indoor-Outdoor Ther-
mometer. Mounts indoors near
a window. Two glass tubes show
outdoor and room temperature.
Gray plastic case. $8\frac{1}{4}$ inches high.
Wall bracket. 4-ft. cable included
4 N 6668 Shpg. wt. 2 lb. **\$4.75**

E Imported Yacht style Barometer.
Can be hung on wall or set on
desk (has removable wire stand).
Adjustable for altitudes up to 2500
ft. Polished mahogany-finish case.
Solid brass spokes. Gold-color
metal dial. $6\frac{1}{4}$ in. overall diam-
eter. Made in Germany.
4 N 6680—Wt. 1 lb. 8 oz. **\$6.95**

F Imported Marine-style Barometer.
Favorite of both amateur and
professional. Made in Germany—
the solid brass case can't rust.
Temperature compensated move-
ment is super-sensitive to the
slightest atmospheric changes. $4\frac{1}{4}$ -
in. diameter. Made in Germany.
4 N 6670 Shpg. wt. 2 lb. **\$13.95**

G Airguide Thermometer-Humidity
Guide shows temperature and
humidity. For wall or desk. Your
choice of black or maroon plastic;
 $3\frac{1}{4}$ x $3\frac{1}{4}$ in. Shpg. wt. 1 lb.
4 N 6603—State color **\$1.89**

H Brand-new for this Christmas!
Beautiful Sheraton style combina-
tion barometer-thermometer. Your
choice of polished blonde or mahog-
any-finish wood case. Rich-looking
hardwood design at both top and
bottom. Overall height is $20\frac{1}{4}$ in.
Width at widest point is $5\frac{1}{4}$ in.
Adjustable for all altitudes up to
2500 feet. Made in Germany (West-
ern zone). Shpg. wt. 8 lbs.
4 N 6681 State color wanted **\$17.95**

Mahogany
or Blonde
finish

Barometer-
Thermometer
\$17.95



\$2.98

Set of 3 Cook- ing Thermometers

Oven thermometer, roast
meat thermometer (with
a skewer), and combina-
tion candy and deep fat
frying thermometer. Cor-
rosion-resistant, easy-to-
read scales. Wt. 1 lb.
4 N 6596—Set of 3. **\$2.98**

\$1.89

Jewel-bearing Wrist Compass

Built to U. S. Air
Force specifications
Mil-C-6235 (except
not waterproof). Cor-
balt magnet. Lumin-
ous needle, points.
Nylon strap. Wt. 4 oz.
4 N 6710 **\$1.89**

\$2.98

Precision-ground Reading Glass

Strong precision-ground
 $4\frac{1}{2}$ -inch lens. Covers
complete line of aver-
age book. Focal dis-
tance is 9 in. 8 lbs., ac-
cru handle and frame.
Boxed. Shpg. wt. 1 lb.
4 N 6405 **\$2.98**

Two Glasses for youngsters

J 5-power Pocket Telescope... for
young pirates and sailors. $4\frac{1}{4}$ in.
closed. Case (fastens to belt).
4 N 6312—Shpg. wt. 1 lb. **\$1.98**

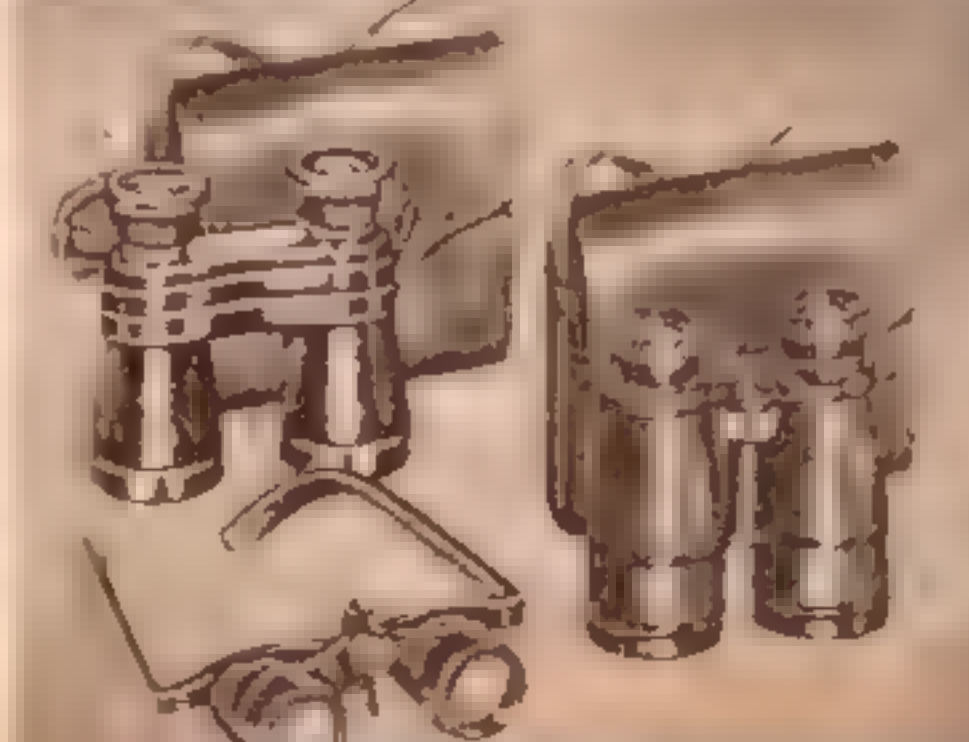
K 3-power Field Glass for Youngsters.
Hinged bridge adjusts quickly to eye
width. Center focus. Enamel frame,
artificial leather body. Case; strap.
Black. $3\frac{1}{4}$ in.
4 N 6200E—Shpg. wt. 1 lb. **\$3.95**

Non-achromatic Glasses

L 3-power Field Glass. Made in Amer-
ica for Sears only. Lenses are opti-
cally ground. Field of view is 133 yds. at
1000 yds. Center focus. Strong metal
frame. Case included.
4 N 6253E—Shpg. wt. 1 lb. 8 oz. **\$5.95**

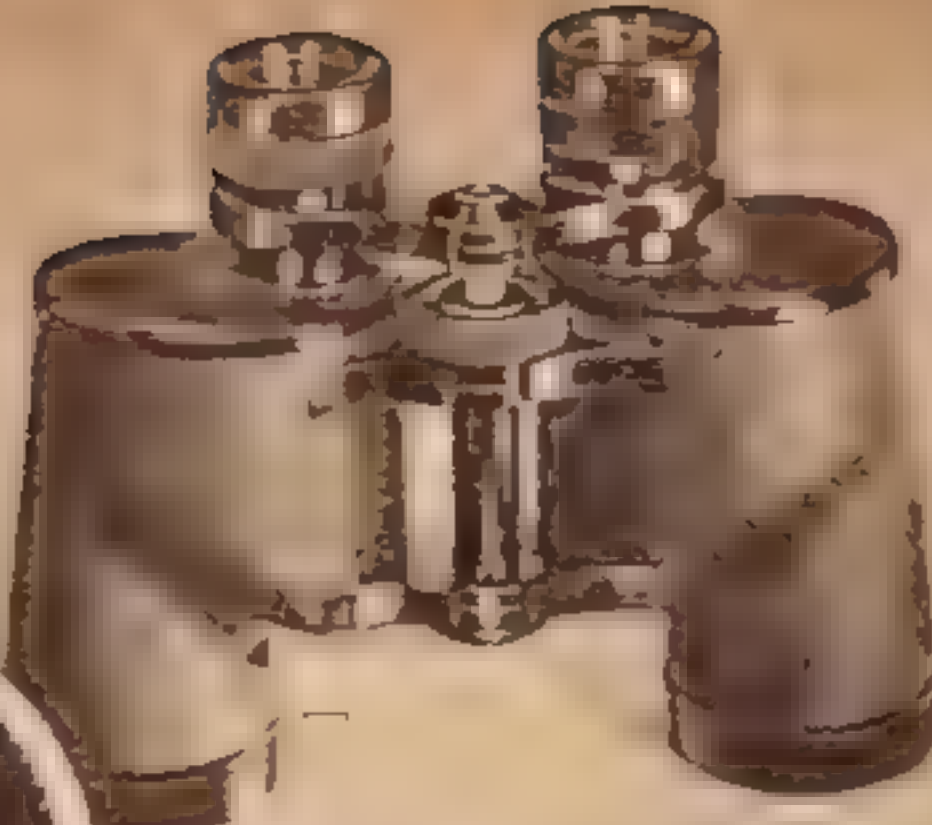
M 4-power Field Glass. Field of view 93
yds. at 1000 yds. Die-cast metal
frames, covered with artificial leather.
Case and neck strap included.
4 N 6264E Shpg. wt. 2 lbs. **\$9.95**

N 3-power Sport Spectacles. Adjust to
eye width. Individual focus. Brown
plastic frame. Glasses swing up when
not in use. Made in Japan.
4 N 6269E—Shpg. wt. 9 oz. **\$11.95**





10-power, 50 mm. Fine for all-purpose long distance viewing. Very wide field of view; high relative brightness. **\$119.00**



8-power, 40 mm. ALL-PURPOSE—our most popular high-quality binocular. Wide field of view; high relative brightness. **\$69.50**



MONO-MOLD

one-pc. barrel construction (a feature of models [D], [E], [F] and [G]) . . . for better performance and easier handling



WITH GRAND OCULAIRE



8-power, 30 mm. For fast action at medium range. Wide field of view. Low relative brightness. Lightweight. **\$54.50**



De Luxe case of cowhide, velveteen padded, with each of these six Tower binoculars



6-power, 30 mm. For football and other spectator sports, hunting or indoor use. Good field of view. Lightweight. **\$49.50**



7-power, 35 mm. All-purpose. One of the finest general use glasses made today in the medium power range. A best seller. **\$59.50**



7-power, 50 mm. Best for marine and night use, hunting in wooded areas, nature study, wherever light is apt to be poor. **\$79.50**



See what you're missing!

Compare! See why we believe Tower can't be beat for fine quality at lowest prices

Compare quality. Compare price. All Tower binoculars pictured above have these features:

- **Grand Oculaire** . . . Tower's ocular lenses (those you look into) are about 25% larger than standard size. This means faster, split-second sighting . . . greater binocular enjoyment.
- **Coated Lenses and Prisms** . . . all air-to-glass surfaces are hard-coated with magnesium fluoride. This stops reflections, increases light transmission—you get a brighter, clearer image.
- **Center Focusing** . . . center focus wheel lets you focus quickly and accurately with either hand.
- **Adjustable Eyepieces** . . . to adjust for sight variations between right and left eye.
- **Sharp focus for both eyes** (Once this adjustment is made, you can forget it and use the hand-center focus wheel for fast sighting at all distances).
- **High Relative Brightness** . . . no other binocular of the same power and objective lens size has higher relative brightness than TOWER.
- **Prisms Precision Set and locked in for lasting alignment**.
- **Fully Achromatic Optically-ground Lenses** . . . no disturbing glare or "rainbow" color fringe.

Frames are finest diecast metal—strong, durable, lightweight for easy handling. Finish in black plastic—wearproof, can't peel off, furnishes good grip. Leather neck strap.

TOWER Grand Oculaire binoculars are precision-made to Sears' rigid specifications by famous makers of quality optical goods. Model [A] is made in the Saar by skilled German craftsmen. [B], [C], [D], [E], [F] made in Japan. Shipped express. See table at right.

Now! Extra De Luxe Features of Tower Binoculars!

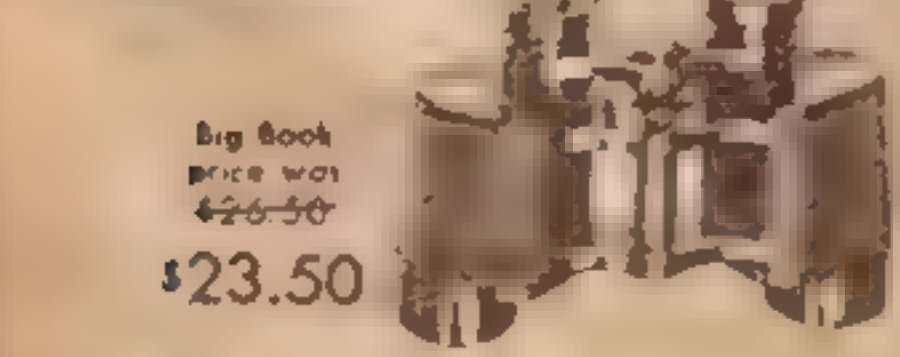
Models [C], [D], [E] and [F] all feature TOWER Mono-Mold construction. This single-piece design (no barrel extensions) means easier handling, better grip . . . greater protection against the effects of moisture and shock . . . longer-lasting perfect alignment of all the parts that make up the "heart" of your TOWER binocular. Also, you are entitled to registration service at no extra charge, when you buy one of these Mono-Mold TOWERs . . . you can have it permanently registered in your name.

—Scan Tower Optics Register

Catalog Number	Power Magnification	Obj. Lens Dia.	Field of View at 1000 Yds.	Field of View at 1000 Yds.	Field of View at 1000 Yds.	Field of View at 1000 Yds.	Field of View at 1000 Yds.	Field of View at 1000 Yds.	Price
[A] 4 N M6230E	10 times	50 mm	115°	115°	115°	115°	115°	115°	\$119.00
[B] 4 N M6222E	8 times	40 mm	135°	135°	135°	135°	135°	135°	\$69.50
[C] 4 N M6234E	8 times	40 mm	135°	135°	135°	135°	135°	135°	\$69.50
[D] 4 N M6239E	7 times	35 mm	145°	145°	145°	145°	145°	145°	\$49.50
[E] 4 N M6233E	7 times	35 mm	145°	145°	145°	145°	145°	145°	\$59.50
[F] 4 N M6240E	7 times	50 mm	115°	115°	115°	115°	115°	115°	\$79.50



Was \$44.50
\$39.50



Big Book price was \$26.50
\$23.50



Big Book price was \$17.50
\$15.50

Low-Priced . . . and now Sale-Priced . . . Save from \$2.00 to \$15.00!

- [G] **Save \$18.00 now!** Price this fall was \$54.98. Pocket-size TOWER binocular . . . featherweight (weighs only 11 oz.), because frame is made of extra-light magnesium alloy. 6-power, 24mm. Perfect for watching sporting events, fine for hunters and fishermen. Reverse prism design (you look into wide end instead of small end) makes it pocket-size (3 in. long closed). Fully coated achromatic lenses. Field of view is 140 yds. at 1000 yds. Relative brightness is 16. Made in France. Leather case, strap. Shipped express. 4N M6220E—Shpg. wt. 1 lb. Price was \$54.98. Now \$39.50.
- [H] **Save \$3.00.** Reduced . . . now the reduced price is \$23.50. Pocket-size binocular. Fully achromatic lenses. Reverse prism design. Adjustable center focus. Field of view 110 yds. at 1000 yds. 4 in. long closed. Leather case, strap. Made in France. 4 N 6206E—Shpg. wt. 2 lbs. Was \$26.50 in Big Book. Now \$23.50.
- [J] **Midfall sale price repeated!** . . . 6-power, 15mm. TOWER, Jr. binocular. Fully achromatic coated lenses. Reverse prism design (you look into wide end) makes possible small size (2 in. long). Weighs only 6 oz. Field of view is 130 yds. at 1000 yds. Black and silver-color finish. Individual focusing. Leather case, strap. 4 N 6235E—Made in Japan. Shpg. wt. 12 oz. . . . Now \$15.50.



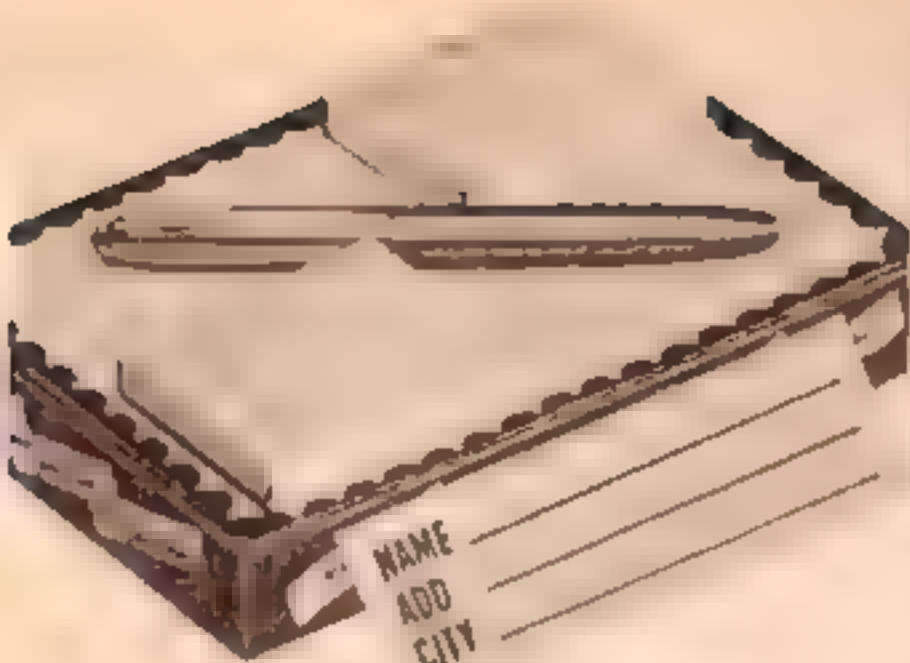
New for this book . . .
15-power telescope at special low price!
\$7.95

We haven't seen a better performing telescope under \$20.00

It's hard for even us to believe that we can offer you a telescope at this low price, but here it is. A well-made, 15-power telescope. Magnificent black barrel with silver-colored plated. Black barrel showing silver color when extended. Size closed 5 1/2 inches. Extended 10 inches. Made in Japan.

P.S. Makes a fine gift for students, too—especially if they like star and nature study.
4 N 6313—Boxed. Shpg. wt. 2 lbs. . . . Special at \$7.95

Prices on this page include 20% Federal Tax where catalog number ends in E



NAME LABELS

Your name on clothes and linens—fast, easy, permanent

Name Labels... to protect against loss... just iron them on! For household use, rolls... for men and women in sizes. Write name on tape label, then press label onto the garment or linen. The indelible ink won't wash off! Set includes ball point pen (filled, ready to write), 200 tape labels (2 in. x 1 1/8 in.). Gift that fills a need for many people
4N 6903—Set, Shipping weight 4 ounces \$1.95

New Leak-Proof Paper-Mate Pen

\$1.69

Ready to write
Packed in Attractive
Christmas Gift Box



Click! Click!

Ready to write Point disappears

- LEAK-PROOF... not affected by air travel
- FADE-PROOF... protects signatures and records... now used in over 2,000 banks
- SMEAR-PROOF, TRANSFER-PROOF... and STAIN-PROOF... Write on any paper, then press your finger against the writing. You'll see that your finger is perfectly free of ink—that's because Paper-Mate ink dries in a split second.
- WASHES RIGHT OUT OF CLOTHING... even through Paper-Mate ink is permanent on paper, it readily washes from clothing

This amazing De luxe model Paper-Mate pen passed Sears rigid laboratory tests with high honors. It writes with a smooth flowing action. The ever-clean point retracts with a "click." No cap to lose—no cap needed.

Writes 150,000 alphabetical letters before it needs a refill. Pen is black with gold-color trim. Gift boxed.

4N 6897M—Paper-Mate Pen (filled, ready to use) Postpaid (Shpg. wt. 4 oz.) \$1.69

4N 6898M—Blue ink refill cartridge. Sent postpaid (Shpg. wt. 1 oz.) 49c

Ingersoll BALL POINT PEN

Wonderful "Surprise" Gifts for the Children's Stockings... order several today

- Made by the manufacturers of the famous Ingersoll watch—and never before offered at less than \$1.00—a super Sears value! No-skip, no-scratch point. Writes blue. Chrome-plated cap and clip. In assorted colors: black, gray, or dark red (sorry, no choice of color)
4N 6902—Shpg. wt. ea. 4 oz. each 59c 2 for 88c

COLOR KING... writes 3 colors

- Another big Sears value! This remarkable ball point pen at Sears low price of only \$1.00. It's actually 3 pens in one... it writes blue, green, or red—just a flick of the finger changes the ink color. Gold-color metal barrel. Boxed. Order several today for Christmas gifts

4N 6842M—Pen (filled, ready to use) Postpaid (Shipping weight 5 ounces) \$1.00

4N 6794M—Ink refill cartridge. State red, blue, or green color ink. Postpaid (Shpg. wt. 1 oz.) 29c

SERVICE GIFTS... Ball Pen and Pad

FloBall Tell-A-Pad with 3 bright metal initials—and ball pen! Note pad (300 sheets) inside the handsome pebble-grain artificial leather cover (in assorted colors—red, green, and tan—sorry, no choice). Size is 4x4x1 1/2 inches. Handsome pen fits into loop on cover. Print 3 initials

4N 6975M—Pen, pad, and cover. Postpaid (Shpg. wt. 9 oz.) \$1.95
4N 6976M—Paper refill packs. Postpaid (Shpg. wt. 4 oz.) 2 for 49c

Give those Favorite Persons
the Best-Writing Pens they've ever had!

Tower Pens

with the World's Only Touch-O-Matic Point

Touch-O-Matic writes instantly with thrilling "floating glide" smoothness... uses either "quick dry" or standard inks

Sensational micro-precise feed is correct to as close as 1/10,000 of an inch, keeps any type ink ready to flow on contact with paper—14K gold point; no "skipping" on gold content

Precious metal alloy tip... extra-smooth, extra-hard, for shadow silent writing luxury

10-day Home Trial offer. Order in regular way. Use 10 days. If not 100% satisfied, return for full refund

SEE ILLUSTRATIONS ON OPPOSITE PAGE

A] Tower Style King. Wonderful writing at an amazingly low price! Has Touch-O-Matic point described above. Action-matic filler. Transplastic ink sac. This sleek-line beauty comes in Dubonnet (dark) red, black, or gray. Metal cap and clip are silver-color. Snap cover gift box, covered with morocco-grain artificial leather. Shpg. wt. pen 4 oz.; set 7 oz. State color and fine or medium point. Print 3 initials if desired
4N 6988—Set (pen and pencil) \$6.95 4N 6987—Pen only \$4.45

B] Tower Trophy. This handsome, extra-thin pen adds luxury to every writing moment! Expensive-looking du Pont Lucite body in Dubonnet (dark) red, black, or gray. Gleaming Kromalloy band and highly polished chrome clip. Touch-O-Matic point. Action-matic filler. Snap cover gift box of attractive artificial leather. Shpg. wt. pen 4 oz.; set (pen and pencil) 7 oz. State color and fine or medium point. Print 3 initials if desired
4N 6990 Set. Was \$12.75. \$11.95 4N 6989—Pen. Was \$8.50 \$7.95

C] Tower Silver Lance and Golden Lance... Both at Cut Prices. Aristocratic styling and thrilling writing performances! Guaranteed 10 years against defects... our most precisely crafted pens, with finest satin-finish Lucite bodies. Touch-O-Matic point. Transplastic ink sac. Action-matic filler. Beautiful ostrich-grain artificial leather gift box. Pen comes in Dubonnet (dark) red, black, or gray. Matching pencil. Shpg. wt. pen 4 oz.; set (pen and pencil) 7 oz. State color and fine or medium point. Print 3 initials if desired

Silver Lance. Has 1/10 14K yellow gold filled band and matching clip. Silver-color Kromalloy cap

4N 6992 Set. Was \$16.95 \$15.75 4N 6991 Pen. Was \$11.95 \$10.75

Golden Lance (not illustrated) Has 1/10 14K yellow gold filled cap, band, and matching clip. Our most luxurious Tower pen!

4N 6994E Set. Was \$24.95 \$19.95 4N 6993E Pen. Was \$16.95 \$14.95

(Prices of Golden Lance include 20% Federal Tax)

Parker and Sheaffer Gift Sets

Parker "21 Special." Foto-filler

Point is 8-alloy Octanium metal—won't warp, spread, or wobble. Choice of blue, red, or black Lucite barrel. Silver-color metal cap. Matching repeater pencil. Gift-boxed. State color and fine or medium point. Postpaid

4N 6765T Pen. Shpg. wt. 4 oz. \$5.00

4N 6766T Set (Shpg. wt. 7 oz.) \$6.75

Parker "31." Has Parker's very best point—all 14K gold,

tipped with extra-dense Plathrium Foto-fill. Pliglass inc. Dark red, blue, gray, or black Lucite barrel. Slip-on cap of silver-color 14K gold. Gift boxed. State color and fine or medium point. Postpaid

4N 6775T Pen (Wt. 4 oz.) \$15.00

4N 6776T Set (Wt. 7 oz.) 22.50

Sheaffer's Admiral. Touchdown

fills pen full with one stroke 14K gold point, expertly ground for years of effortless writing. 1/10 14K gold filled trim. Blue, dark red, or black body and cap. Matching pencil. Boxed. State color and fine or medium point. Postpaid

4N 6881T Pen (Wt. 4 oz.) \$5.38

4N 6882T Set (Wt. 7 oz.) 9.41

Parker "21 Deluxe." Gold

filled trim and clip (1/10 12K). Foto-filler; 8-alloy Octanium metal point. Plastic barrel in blue, red, or black. Silver-color metal cap. Matching pencil. Boxed. State color, fine or medium point. Postpaid

4N 6763T Pen (Wt. 4 oz.) \$7.50

4N 6764T Set (Wt. 7 oz.) 12.50

Parker "31 Special." Aero-

metric control to prevent leakage at high altitude. Foto-fill, pliglass inc. Octanium point. Blue, red, or black plastic barrel. Silver-color stainless steel cap and clip. Boxed. State color and fine or medium point. Postpaid

4N 6787T Pen (Wt. 4 oz.) \$12.50

4N 6788T Set (Wt. 7 oz.) 18.25

Sheaffer's Statesman TM (thin

model). "White Dot" means excellent craftsmanship. Hand-tested 14K gold point, 10K gold filled trim. Blue, black, or dark red body. Matching Pendine pencil. Boxed. State color and fine or medium point. Postpaid

4N 6875T Pen (Wt. 4 oz.) \$10.75

4N 6876T Set (Wt. 7 oz.) 16.13

Desk Sets with the "Write" Spirit!

Special Christmas value! Genuine Onyx bases! Ordinarily our price would be to \$1.50 more! The streamlined pens have gold-plated steel points. Lever fill. Swivel socket

in base. Boxed

K] 4N 6807—Single pen set (2 1/2 x 1 in. base). Wt. 1 lb. 8 oz. \$1.75

L] 4N 6808—Twin pen set (3 1/2 x 6 in. base). Wt. 2 lbs. 8 oz. \$4.75

(T) at end of catalog number means Every Terms price is same as the cash price

Sportman's Set. Horae (4 1/2

in. high) and base (7 1/2 x 4 in.) both plated in gleaming bronze

Pen has gold-plated point, lever fill. Swivel socket. Boxed

4N 6816 Wt. 1 lb. 8 oz. \$5.75

Parker "21" Point. pen fits in magnetic ball socket. Onyx

base, 2 1/2 x 3 1/2 in. (Wt. 1 lb.)

4N 6773T Postpaid Boxed \$12.45

Sheaffer's. Black crystal base, 1 1/2 x 4 in. 14K gold point

pen in swivel socket. (Wt. 1 lb.)

4N 6772T—Postpaid Boxed \$10.95

Writes
3 Colors
ONLY
\$1.00

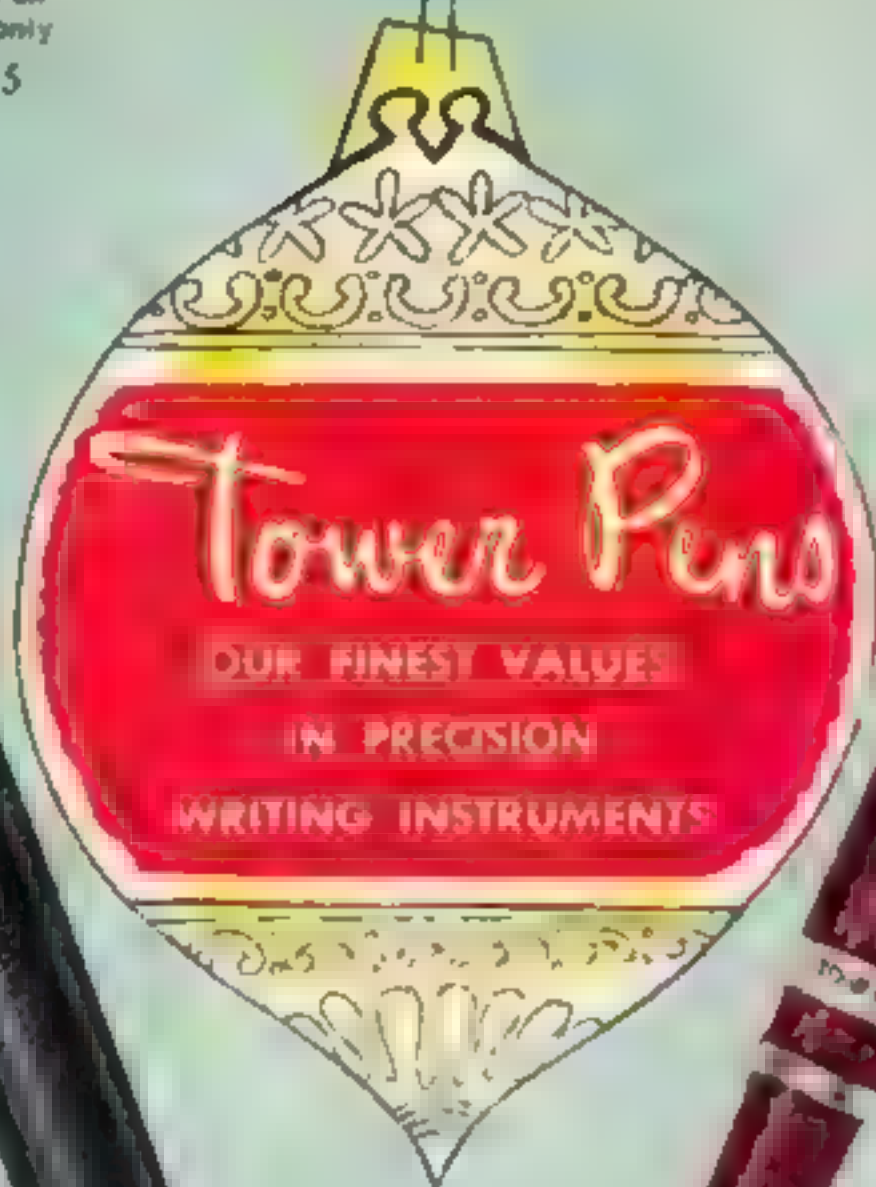


A Tower Style King
Hand Tested 14K Gold Point

\$4.45 Pen only
Set \$6.95

B Tower Trophy
Was \$8.50
\$7.95 Pen only
Set \$11.95

Gold initials
at no extra charge
on Trophy and Lance

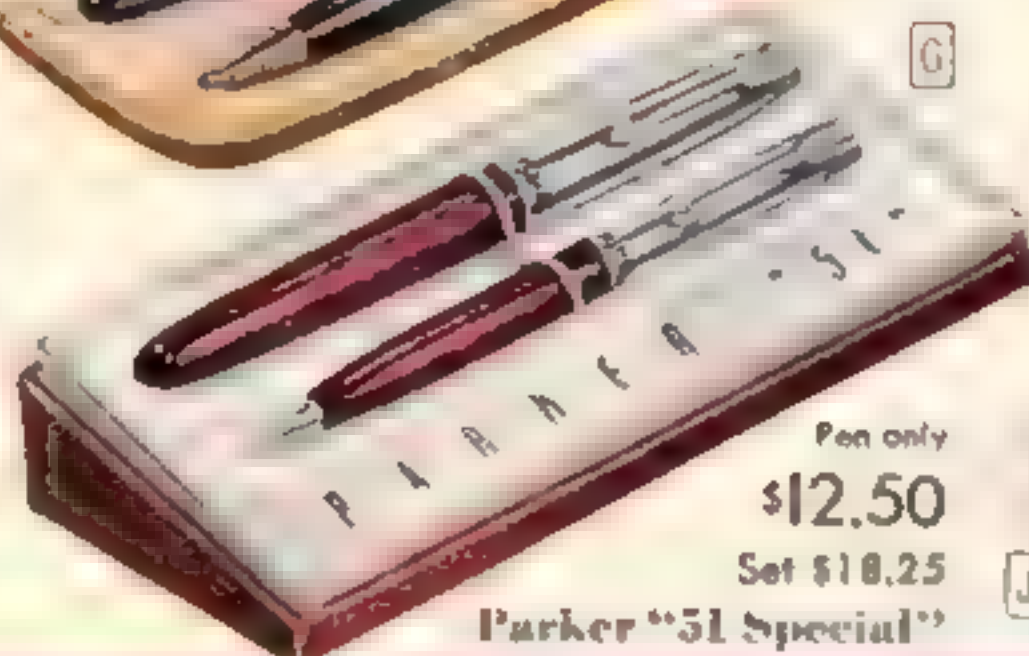
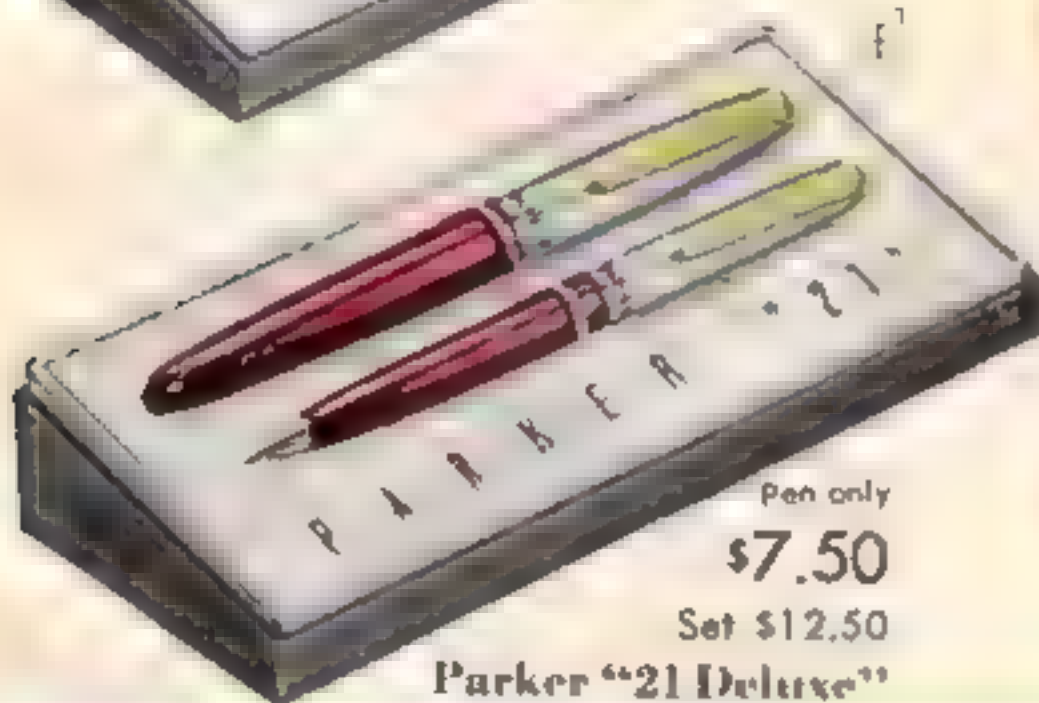
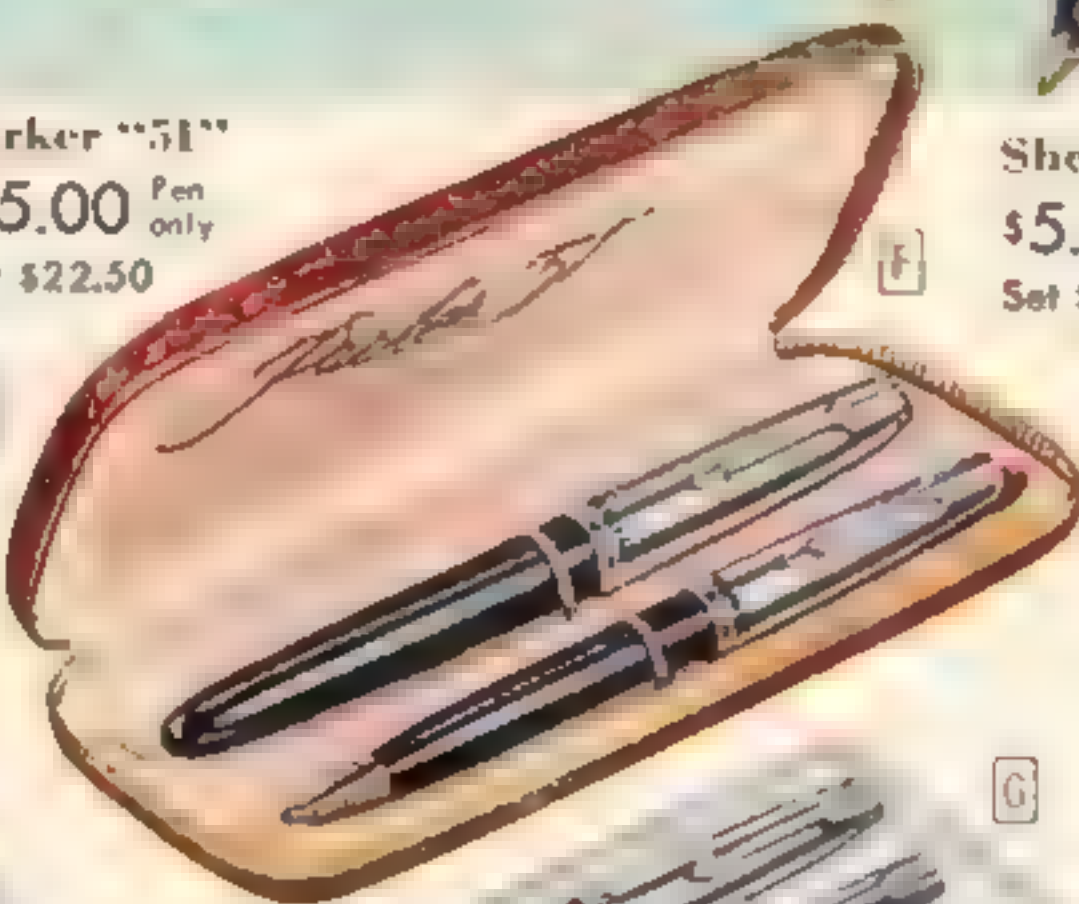


C Tower Silver Lance
Was \$11.95
\$10.75 Pen only
Set \$15.75

Parker "21 Special"
\$5.00 Pen only
Set \$8.75

D Parker "51"
\$15.00 Pen only
Set \$22.50

E Sheaffer's Admiral
\$5.38 Pen only
Set \$9.41



Genuine
Onyx
\$1.75
Complete

Genuine
Onyx
\$4.75
Complete

Genuine
Onyx
\$5.75
Complete

\$12.45

\$10.95



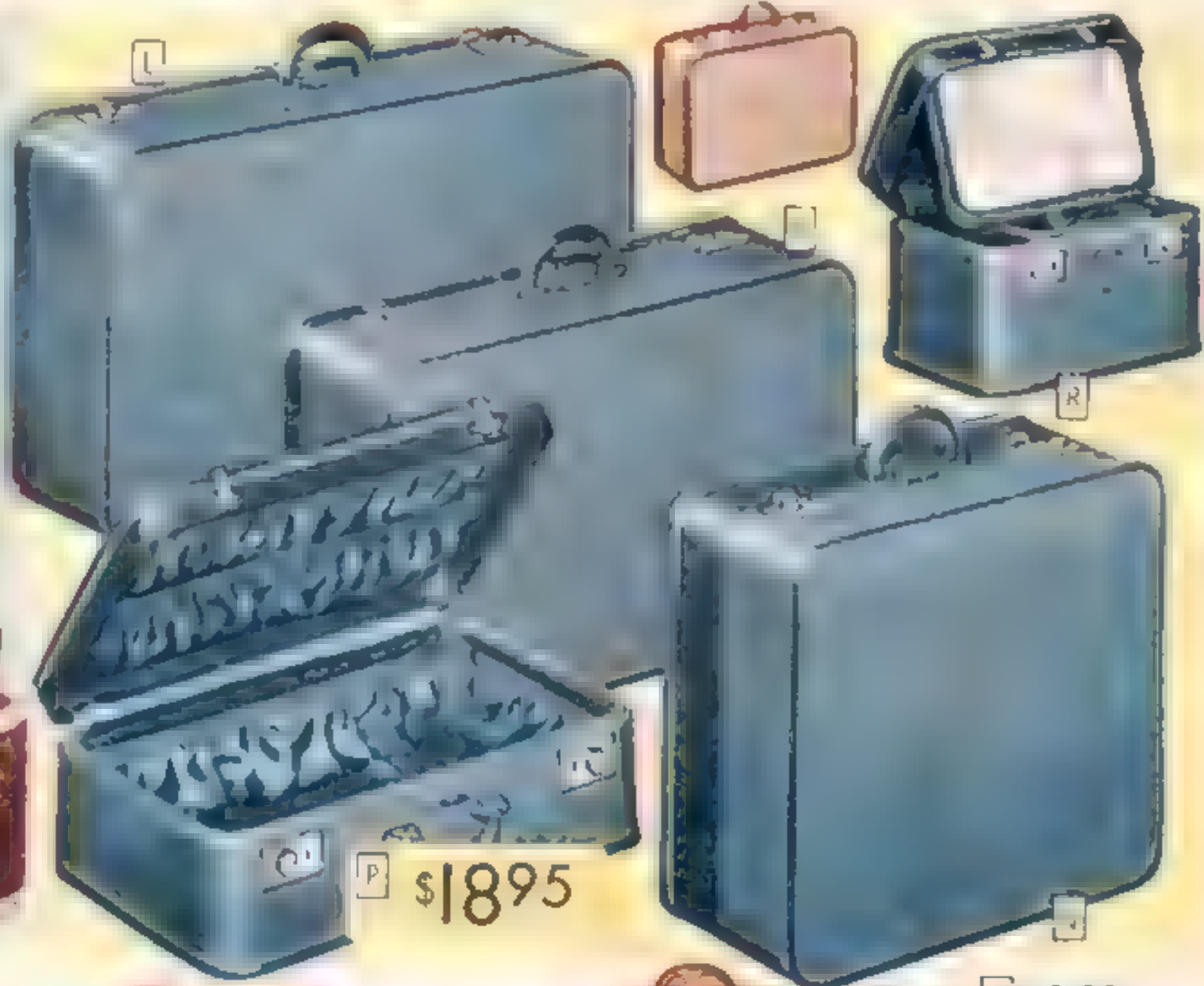
Another 4-STAR Feature!



Three other lovely colors tan, blue, green.



Smart, removable zipper cosmetic bag snaps into place in Weekend Case. Idea for small toalet articles. Bag is lined in washable plastic.



ALL MERCHANDISE SHOWN ON THIS PAGE IS DESCRIBED ON OPPOSITE PAGE

Best Selling Ladies' Cases

NOW—BETTER THAN EVER!

We've improved these cases—made them stronger, easier to use . . . and they're still at the same low prices

Frame is one solid piece formed by molding 3 plies of wood together. Rounded corners, no old-fashioned corners that break, come unglued. 3-ply top, bottom complete the all-wood box.



Bumper binding wards off jolts. Scuff-resistant vinyl plastic welded into one smooth piece.

Another 4-STAR Feature! Here's why: New factory layout, new machinery, careful cost analysis and year-around production resulted in great savings. You get them in our low prices. We studied, compared luggage checked to see what features travelers wanted most. The result: convenient durable luggage at low prices. Improved features make them better than ever! 3-ply wood veneer and . . . easier to open close. . . . padded bottoms. These features usually found only in high-priced luggage. Wardrobe has a attractive pull elastic curtain. In Train case new, smart-look plastic frame. Thoroughly tested in our laboratories. We changed these cases around in tests for They passed every test, exceeded Bureau of Standards construction recommendations.

Our most popular luggage set now includes new, compact 18-in. overnight h covers impregnated with vinyl resist fading, nicks, scuffs, stains. Wipe clean with a damp gleaming solid brass hardware and hand 3 stop hinges. Lined in richly harmonizing Train case has washable plastic lining tray lid mirror. Other cases lined with rayon satin. State color: copper-tone (reddish brown), tan, green or blue.

Type of Case	Size (inches)	Shpg. wt.	Cat. No.	Price
(F) Train	14x10 x7 1/2	7 lbs.	6N09151ME	\$11.00
(E) Overnite	12x12 x6	7 lbs.	6N09150ME	11.00
(D) Weekend	21x13 1/2 x6 1/2	8 lbs.	6N09152ME	13.30
(B) Pullman	26x16 x8 1/2	12 lbs.	6N09153LME	16.95
(C) Hanger	21x18 x8 1/2	13 lbs.	6N09154LME	18.95
(A) Fortniter	29x20 x8 1/2	16 lbs.	6N09155LME	24.95

Personalize your luggage with J. C. Higgins Monograms

Just stick them on. Distinctive brass initials are as easy to apply as adhesive tape. Adhere permanently to wood, metal, cloth, plastic, leather. Shipping weight each 1 ounce. 6 N 9000 Print initials, state quantity of each. Each 10c

Better than ever . . . still at the same low prices

Our finest J. C. Higgins Ladies' Cases. Wonderful luxury luggage . . . at very low prices. Made with our best box . . . 1-piece, 3-ply molded basswood frame with 3-ply basswood sides. Heavy 3-ply canvas . . . impregnated with pyroxylin plastic. Won't ch p. A damp cloth washes dirt away fast. Tested in our laboratory against every type of travel abuse, these cases kept their toughness, beauty. Here's how we made them better. Rayon-satin linings: the most expensive used in luggage. New pocket arrangement in Pullmans and Weekend. 4 elastic shirred pockets in lid, two in body. Improved new adjustable ratchet-type lid mirror, 2 cosmetic led. Plastic loop strap holds Train case also has cosmetic tray, washable lining. New larger runner-type studs.

Long bound with bumper-style bindings of top-grain cowhide that cushion against shocks. Top-set on cowhide handles. 29-in. Pullman has covered tray. Zipper cosmetic bag snaps into place in Weekend and in Pullman. Lined in washable plastic, it has satin outer cover. State color: tan tweed with copper-tone bindings, handles, brown linings and solid brass hardware or blue tweed with blue bindings, handles, linings and chrome-plated solid brass hardware.

Type of Case	Size (inches)	Shpg. wt.	Cat. No.	Price
(R) Train	14x10 x7 1/2	7 lbs.	6N09161ME	\$18.95
(P) Weekend	21x13 1/2 x6 1/2	8 lbs.	6N09162ME	18.95
(M) Pullman	26x16 x8 1/2	12 lbs.	6N09163LME	28.95
(N) Hanger	21x18 x8 1/2	13 lbs.	6N09164LME	31.95
(L) Pullman	29x17 1/2 x9	20 lbs.	6N09166LME	34.70

Bright, colorful cases with vinyl-impregnated covers

Inexpensive J. C. Higgins cases, yet they have the fashionable appearance of much higher-priced luggage. Lowest prices we've seen for cases with this construction. 3-ply frame molded into 1 solid piece and make box strong, light. Tested in our laboratory against every type of travel abuse. They passed every test, exceeded Bureau of Standards recommendations for luggage construction.

Vinyl plastic-impregnated covers look like expensive linen covers. Resist scuffs, scratches, dirt and grease. Clean with damp cloth. Beautiful, white bindings of calf-grained vinyl plastic resist scuffing. Brass-plated

steel hardware. Bottom studs. Weekend nests inside Pullman to save storage space. Plastic handles. 3 stop hinges. Elastic shirred pockets. Padded bottoms. Hanger, Pullman and Weekend lined in gorgeous maroon rayon-taffeta. Train case has washable plastic lining. Lid mirror. Prices include tax. State color: maroon or medium brown. White trim.

Type of Case	Size (inches)	Shpg. wt.	Cat. No.	Price
(K) Train	14x10 x7 1/2	7 lbs.	6N09181ME	\$8.85
(H) Weekend	21x13 1/2 x6 1/2	8 lbs.	6N09182ME	9.95
(J) Pullman	26x16 x8 1/2	10 lbs.	6N09183LME	12.95
(G) Hanger	21x18 x8 1/2	13 lbs.	6N09184LME	15.95

Lightweight J. C. Higgins Travel Bags are easy to pack. Bags fold in half, ends fasten together. Ideal for air auto travel. Hang up in back of car . . . out of way. Zipper opens bag wide. You can pack clothes without squeezing them in through narrow opening. 4 1/2-in. side gussets give extra capacity. Strong metal frames usually found only on higher-priced nylon and canvas bags. All have arm loop handles, outside hanger hooks.

Colorful Plaid Travel Bags. Scuff-proof, heavy-gauge vinyl plastic covers. Men's w masculine maroon plaid, ladies' red and blue plaid. 6 N 9323E Men's, 42x22x4 1/4 in. Shpg. wt. 2 lbs. \$4.98. 6 N 9324E Ladies', 54x22x4 1/4 in. Shpg. wt. 3 lbs. \$6.50.

Heavy Drill Travel Bag. Rubberized inside to repel water. Vinyl plastic handle, binding, trim. Men's brown with tan trim, ladies' blue with red. 6 N 9304E Men's, 39x22x4 1/4 in. Shpg. wt. 4 lbs. \$6.98. 6 N 9305E Ladies', 54x22x4 1/4 in. Shpg. wt. 5 lbs. \$9.98.

Finest Travel Bag. Strong, handsome nylon. Rubberized inside to repel water. Convenient zipper accessory pocket. Vinyl plastic binding, trim. Name plate. Deep rich wine color. Saddle tan trim. 6 N 9308ME Men's, 39x22x4 1/4 in. Wt. 3 lbs. 12 oz. \$11.98. 6 N 9309ME Ladies', 54x22x4 1/4 in. Wt. 4 lbs. 12 oz. \$14.98.

New Streamlined Overnite Case. Smartly styled with tapered sides. Fiber covers impregnated with vinyl plastic. Wood frame. Scuff-proof molded vinyl plastic bindings. Brass-plated set-in locks. Vinyl-coated fiber lining. Color: saddle tan. 6 N 09255ME—18x11x6 in. Shpg. wt. 4 lbs. \$5.98.

Matching Train Case. Has lid mirror, plastic cosmetic tray. Color: saddle tan. 6 N 9251ME—11 1/4x9x6 1/4 in. Shpg. wt. 6 lbs. \$3.99.

Plastic-coated Train Case. New linguator-grained cover of plastic-coated fiber. Wood frame. Lid mirror. State color: red, brown or blue. 6 N 9274E—10 1/4x7x6 1/4 in. Shpg. wt. 3 lbs. \$2.98.

New Vanity Case. Vinyl-coated cover. Linguator-grained. Lid mirror. Washable plastic-coated cloth lining. Solid brass locks. State red, brown, blue. 6 N 9250E—13 1/4x10x4 1/4 in. Shpg. wt. 4 lbs. \$5.98.

Plaid Hat Boxes. Cotton gabardine. Gray rayon satin lined. Zipper. Plastic handles, bindings, trim. State color: red plaid or green plaid.

6 N 9353E Large Size. 16 1/2x6 1/4x15 1/4 in. Elastic-shirred pocket. Shpg. wt. 4 lbs. \$6.98. 6 N 9354E Small Size. (Not shown.) 9 1/4x4 1/4x8 1/4 in. No accessory pocket. Wt. 2 lbs. 8 oz. 3.98.



\$14.95
Train Case

J.C. Higgins Streamlined Cases Glossy covers, tapered sides

Sparkling luggage packed from top to bottom with high quality features. Glossy vinyl plastic covers resist scuffs, stains, scratches, grease, water. Easy to clean. A damp cloth sweeps away dirt. All-wood frame and 3-ply veneer tops and bottoms make a very strong all-wood box. Reinforced corners increase strength.

Highly polished brass-plated hardware. Post-style handles. Retainer curtains, tie-tapes. Lined with rich rayon fabric. Padded bottoms. Shirred elastic pockets. Train case has full lid mirror, adjustable plastic loop strap to hold cosmetic jars and bottles. Weekend case has zipper cosmetic bag with washable plastic lining. Bag snaps into place. Sizes and shipping weights: Train 12x9x7 1/4 in. 9 lbs.; Weekend 21x14x7 1/2 in. 8 lbs.; Pullman 24x15x8 1/2 in., 10 lbs.; Hanger 21x17 1/4 x8 1/2 in., 11 lbs. State color: brown antique with top-grain cowhide bindings, handle; or natural (a creamy white) with natural color genuine rawhide bindings and handle.

Type of Case	Model	Color	Price
(EE) Train	6N09082ME	6N09089ME	\$14.95
(DD) Weekend	6N09083ME	6N09090ME	14.95
(CC) Pullman	6N09084LME	6N09091LME	18.95
(BB) Hanger	6N09085LME	6N09092LME	25.95

Remember—20% Federal Excise Tax is included in Sears luggage prices. Our prices show what you actually pay.



\$6.99

\$5.99

Low-priced Matched Cases

Lowest prices we've seen for ladies' luggage of this quality. Strong wood frames. Tough vinyl-impregnated fiber covers. Brass-plated steel set-in locks. Weekend is 20 1/4x13 1/4x6 1/4 in.; Pullman 26x15x7 1/2 in. State color: cordovan brown or saddle tan. Match cases (W) and (X) at left.

(W) 6 N 09253ME—Pullman. Shpg. wt. 9 lbs. \$6.99. **(X) 6 N 09252ME—Weekend.** Shpg. wt. 7 lbs. \$3.99.



Help her look her holiday best

A Beautiful "Pearl-glo" Plastic Hair Brush Set in soft pastel color. 8-inch brush has easy-to-wash nylon bristles . . . gracefully curved handle. Plastic comb
B N 9591—Shpg. wt. ea. set 5 oz. . . . **95c**
Save! Buy 2 for \$1.79

B Ann Barton Lucite Hair Brush Set. 8-inch brush with 5 rows long-wearing nylon bristles. Matching dress comb. Both in a sweetly clear, pink or blue (sorry, no choice) in clear plastic cover gift box
B N 6482—Shpg. wt. 10 oz. . . . **Set \$1.79**

C "Beau" Kit of white and gold color imitation alligator. Zip it open, you'll find a brush, clothes whisk, comb, all clear plastic. Plastic bristles, 3x6 1/4-in. case. Wt. 3 oz.
B N 9571E—(5c Fed. Tax included) **\$1.00**
Save! Buy 2 for \$1.85

D Ann Barton 2-pc. Set **\$3.98**
 Beautiful half-round style satinwood brush with natural bristles, gracefully curved handle. 8-in. brush. Matching comb. A lovely set gift boxed for your "best" girl.
B N 9531—Shpg. wt. 1 lb. **\$3.98**

2 Sets in lovely Lucite Featuring "Nylon with a Drag"

- Sensational crimped nylon bristles massage and invigorate the scalp
- Beautiful clear lucite in an exquisite deep-grooved modern design
- Professional style bristles—long-lasting, non-porous, easy to clean

E Ann Barton 2-pc. Set. **\$2.98**
 Graceful 8-inch lucite brush features the new crimped nylon bristles . . . matching lucite comb. A gift that will be used constantly. *State color: clear, rose or blue.*
B N 9529—Shpg. wt. 1 lb. 8 oz. . . **\$2.98**

F Ann Barton 3-pc. Set of **\$4.98**
 glamorous clear lucite 7 1/2-in. hair brush with crimped nylon bristles, clothes brush with nylon bristles and comb. A luxurious set as practical as it is lovely—she'll love it!
B N 9530—Shpg. wt. 2 lbs. . . . **\$4.98**



HAIR DRYERS with folding stands

Ann Barton De Luxe Dryer for heavy duty shop or home use . . . a wonderful Christmas present! Check the special features illustrated above: Non-tip, self-lock, adjustable steel stand

Heavy gauge steel hood has baked-on enamel finish. Hood tilts—no awkward bending. 400 watts, 115 volts, 60-cycle AC. UL approved. 3-year guarantee against defective materials or workmanship. Wt. 16 lbs.
8N06555—Complete **\$34.95**

Ann Barton Professional-type Hair Dryer. Operates on 1/2 the current of an electric iron. Hood concentrates heat to dry whole head at once. Hot-cold fingertip control switch on 3-ft. cord. Non-tip steel stand adjusts, folds compactly

Hood tilts—heavy gauge steel with baked-on enamel finish. 400 watts, 115 volts, 60-cycle, AC. UL approved. 1-year guarantee against defects in materials or workmanship. Wt. 14 lbs.
8N06590 **\$19.95**

Make-up Mirror

De luxe electric make-up mirror with giant 7 1/2-in. 2-sided mirror in chrome metal frame. One side is regular, other magnifies. Non-glare light from 25 watt frosted tube at base tilts to any angle

On-off switch. 6-ft. cord. 115-volt AC-DC. UL approved. A real beauty gift . . . no more "guesswork," or powder streaks when you make up. Shipping wt. 3 lbs. 8 oz.
8N06591 **\$5.75**

She Always Needs an Extra Mirror

G Round-the-Neck Mirror with clear lucite frame. Adjustable to desired position, it frees hands for hair and make-up. 1 side plain, 1 magnifies. 14 in. long.
B N 6284—Wt. 14 oz. **\$2.98**

J Metal Round-the-Neck Mirror for home or travel. 5-in. diam.—1 side plain, 1 side magnifies. All-metal frame completely adjustable. 13 1/4 in. long.
B N 9539—Wt. 14 oz. **\$2.98**

H 2-sided Hand Mirror, 1 side plain, 1 magnifies. Shpg. wt. each 12 oz.
B N 9546—7-in. mirror, clear lucite frame. 14 1/4-in. long. **\$2.98**
Save! Buy 2 for \$5.50
B N 6275—5-in. Lustron, 8 1/4-in. long. *State crystal, blue.* **\$1.24**

K Round-the-Neck Mirror with attractive plastic frame. 5-in. diam. mirror; one side plain, other for magnifying. 13 1/4 inches long. *State pink or blue.*
B N 6297 Wt. 14 oz. **\$1.98**

Special for Christmas
PRICES CUT
Save 52¢ to \$2.30
on the 5 Items
listed below



Save 52¢
 Was \$3.29 **\$2.77**
 Each

Lovely Lyric Musical Powder Box. At the height of our busiest season, we've CUT OUR PRICE on this popular gift item! The 18-note imported Swiss movement plays a romantic melody such as "I Love You Truly" or "Anniversary Song" when the box is lifted. Powder box is fast from blue or silver color (sorry, no choice) metal. Has a pearl gold-color knob on top. Box is 4 1/4 x 4 in. Shpg. wt. 12 oz. 8 N 7009. It is \$3.29 Now \$2.77

Save \$1.45
 Was \$8.95 **\$7.50**

Cigarette Box and Ash Tray in grand piano design. Price slashed \$1.45 just at the time you want it most. Metal in striking combination with blue or red velvet lining. 18-note Swiss movement. "Smoke Gets in Your Eyes." Looks as if you paid for a lot more. 8 N 7044. It is \$8.95 Now \$7.50

Save \$1.52
 Last Spring Was \$6.50 **\$4.98**

Musical Frosty the Snowman. This clever Frosty is yours for only \$4.98... a \$1.52 saving! He revolves on a cake of make-believe snow to the tune of "Frosty the Snowman." 18-note Swiss movement in base. Made of plastic. About 4 in. high on a 4-in. base. Shpg. wt. 1 lb. **Save \$1.52** 8 N 7134. It is \$6.50 Now \$4.98

Price cut \$2.30
 Last year Was \$12.25 **\$9.95**

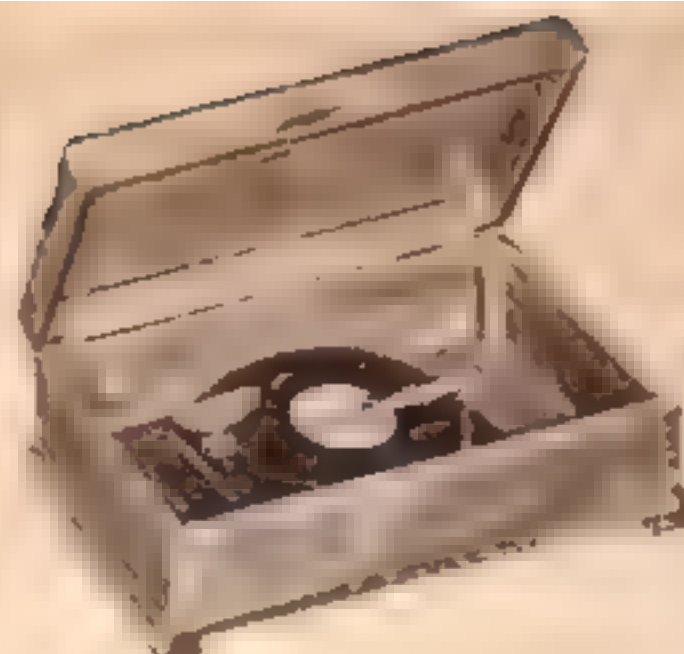
Musical Cigarette Box. Price cut repeated from the Midfall book. Dark brown polished veneered wood. Fine gold-laid design on hinged lid. 22-note Swiss movement plays both "Two Cigarettes in the Dark" and "Some Enchanted Evening." 5 3/4 x 4 1/4 x 2 1/4 in. Imported from Switzerland. Knickerbocker Cigarettes included. Shpg. wt. 1 lb. 8 oz. 8 N 7048. Price still only \$9.95

Price cut \$2.00
 Last Spring Was \$7.95 **\$5.95**

Musical Cookie Jar. Price cut repeated from our Midfall book. Chubby sailor boy. 9 x 10 in., of red, white and blue color pottery. 18-note Swiss movement in lid plays one appropriate tune when lifted. Shpg. wt. 3 lbs. 6 oz. 8 N 7132. Price still only \$5.95



Musical Atomizer of clear glass. Price cut repeated from our Midfall book. Big Catalog price was \$4.98. Spun metal base, gold-plated atomizer head and mesh-covered bulb. Overall ht. 7 1/2 in. 18-note imported Swiss movement in base plays one romantic tune. Perfect gift for that "certain lady" on your list. Shpg. wt. 1 lb. 5 oz. 8 N 7028. Still only \$3.95



Automatic Disc Music Box. Polished walnut, made in Switzerland. 30-note movement plays interchangeable discs. One Christmas disc incl. 10 x 6 x 4-in. box. Wt. 5 lbs. 8 N 7033M. Only \$19.50

Metal disc assortment for above box. 10 Christmas tunes such as "Silent Night." 8 N 7034M. Wt. 1 lb. \$5.79



Price cut 75¢. Large Musical Candy Dish. Revolving 30-note Swiss movement plays "Home Sweet Home" and "Old Folks at Home." Made of sparkling blue metal. 8 in. in diam. Has removable 3-section glass dish for candy. A thoughtful and useful gift. (Candy not included.) Shipping weight 4 pounds. 8 N 7030. Wt. \$8.25 **\$7.50**

MOVEMENTS FROM SWITZERLAND

Musical Gifts

INTRICATE MELODIES



The musical movements in these gifts were purchased by Sears from Swiss craftsmen who hand down their unique skill from generation to generation. The number of notes indicate the quality of the movement... the greater the number, the more melodious and intricate the music.

THESE FIVE ITEMS ILLUSTRATED ON OPPOSITE PAGE

A Musical Jewel Box of genuine leather. Handsome, rich-looking design with exquisite detail. Present her with this on Christmas morning and she'll sigh with delight. Its melodious voice will remind her of you all year long. Self-rising tray, earring bar. 24K gold tooling trim. Rayon-velvet lined. 18-note Swiss movement. Wine color box plays "Golden Earrings"; ivory color box plays "Some Enchanted Evening." 10 x 7 x 3 1/4 inches. (Jewelry not incl.) Shpg. wt. 2 lbs. 8 oz. 8 N 7152. State wine or ivory **\$10.00**

B Musical Jewel Box of simulated leather with 22K gold tooling trim. Less expensive than the genuine leather jewel box (8 N 7152) listed at left, but retaining the same beauty of design. Makes a lovely gift for a lucky lady. A nice way to say "Merry Christmas!" Contrasting lining. Self-rising tray. Lock and key. 18-note Swiss movement plays "Some Enchanted Evening." 7 1/2 x 5 3/8 x 2 1/2 inches size of box. (Jewelry not included.) Shipping weight 1 pound 5 ounces. 8 N 7005. State blue or ivory color box **\$5.49**

C Musical Powder Box... in Sears exclusive styling. Cover has beautiful rose that looks so fragile and delicate it's almost real. Rose is of almost unbreakable plastic. 5 1/4 x 2 3/4 in. box; 1 3/4 in. rose. 22-note Swiss movement plays romantic tunes (no choice). State blue or green color metal box. 8 N 9525. Shpg. wt. 1 lb. **\$4.98**

D Locket Musical Powder Box. Has lovely cameo on top that actually opens to hold a picture. Gold-color metal box. 18-note Swiss movement plays 1 romantic tune such as "Let Me Call You Sweetheart" or "Night and Day" (sorry, no choice) 4 x 2 1/4 in. She'll remember your thoughtfulness. 8 N 7010. Shpg. wt. 1 lb. **\$5.69**

E New Design Musical Powder Box. The loveliest we've seen. Multicolor glass encrustment on cover reflects a myriad of lights. Box fashioned of bright jeweler's bronze in graceful Grecian urn design. 18-note Swiss movement plays "Let Me Call You Sweetheart." 3 x 4 1/4 in. Shpg. wt. 1 lb. 8 N 9526. **\$6.98**



"Hill Billy" Little Brown Jug plays the rollicking "Little Brown Jug" when lifted. 18-note Swiss movement in base. Jug is of brown ceramic with yellow drinking cup and "hillbilly" decal on front. Holds quart beverage. 9 in. high. A "fun" way to say Merry Christmas! Shpg. wt. 3 lbs. 6 oz. 8 N 7039. Only **\$7.25**



Melodious 22-note Music Box. \$2.00 price cut repeated from our Midfall book. Imported from Switzerland. Fashioned of polished brown wood. Two-tone. 22-note Swiss movement plays "Anniversary Song" and "Emperor's Waltz." For a lucky friend, it makes a coveted gift. 6 x 4 1/2 x 2 1/2 in. Wt. 1 lb. 8 oz. 8 N 9323. Still only **\$7.95**



Musical Souvenir Album. Provides safekeeping for snapshots, clippings, programs, etc. 18-note imported Swiss movement plays "Auld Lang Syne" when cover is lifted. Attractively embossed maroon fabricoid cover. Contains 4 printed and 12 plain pages. A charming gift. 9 1/2 x 1 1/2 in. overall. 8 N 9581. Wt. 4 lbs. **\$8.50**



Small, budget-priced Musical Rosary Box of wood, silver-tone metal. It is good at carrying on your liturgical prayers. SATIS-
fied enough in base price. Ave
Maria whose words are pre-
pared in 4's & 8's. The box has
the size of a Matchbox.
Box carries 1 Ave Maria & 10
Hail Marys. Very small. One sec-
ond Shrug w/ 1 Ave Maria.

B N 9523 () \$2.98

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Unusual Whistling Tramp.

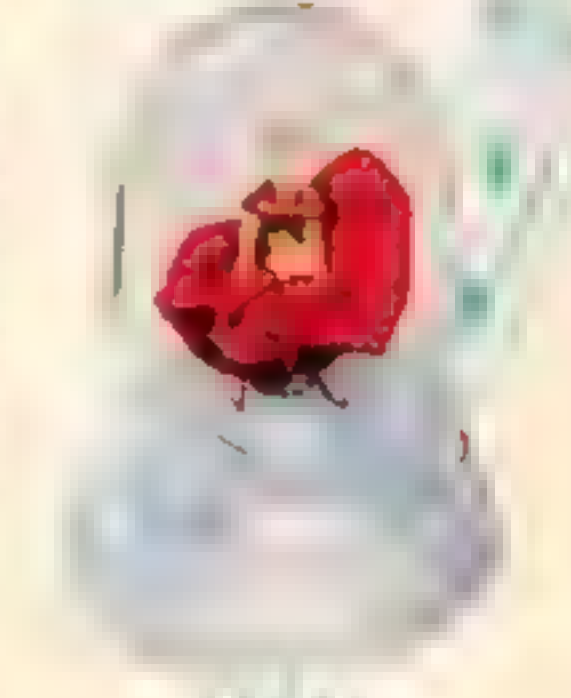
Shipping wt. 4 lbs.
B N M959SF - Shipped ex
 Press Corp. New York, Pa.
 \$75.00



Exotic Singing Bird

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(REV) by RLS
APPROVED BY [illegible]
NOTED BY [illegible]
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\$75.00



Lyric Musical Dancing

Doll **A** **1** **2** **3** **4** **5** **6** **7** **8** **9** **10** **11** **12** **13** **14** **15** **16** **17** **18** **19** **20** **21** **22** **23** **24** **25** **26** **27** **28** **29** **30** **31** **32** **33** **34** **35** **36** **37** **38** **39** **40** **41** **42** **43** **44** **45** **46** **47** **48** **49** **50** **51** **52** **53** **54** **55** **56** **57** **58** **59** **60** **61** **62** **63** **64** **65** **66** **67** **68** **69** **70** **71** **72** **73** **74** **75** **76** **77** **78** **79** **80** **81** **82** **83** **84** **85** **86** **87** **88** **89** **90** **91** **92** **93** **94** **95** **96** **97** **98** **99** **100** **101** **102** **103** **104** **105** **106** **107** **108** **109** **110** **111** **112** **113** **114** **115** **116** **117** **118** **119** **120** **121** **122** **123** **124** **125** **126** **127** **128** **129** **130** **131** **132** **133** **134** **135** **136** **137** **138** **139** **140** **141** **142** **143** **144** **145** **146** **147** **148** **149** **150** **151** **152** **153** **154** **155** **156** **157** **158** **159** **160** **161** **162** **163** **164** **165** **166** **167** **168** **169** **170** **171** **172** **173** **174** **175** **176** **177** **178** **179** **180** **181** **182** **183** **184** **185** **186** **187** **188** **189** **190** **191** **192** **193** **194** **195** **196** **197** **198** **199** **200** **201** **202** **203** **204** **205** **206** **207** **208** **209** **210** **211** **212** **213** **214** **215** **216** **217** **218** **219** **220** **221** **222** **223** **224** **225** **226** **227** **228** **229** **230** **231** **232** **233** **234** **235** **236** **237** **238** **239** **240** **241** **242** **243** **244** **245** **246** **247** **248** **249** **250** **251** **252** **253** **254** **255** **256** **257** **258** **259** **260** **261** **262** **263** **264** **265** **266** **267** **268** **269** **270** **271** **272** **273** **274** **275** **276** **277** **278** **279** **280** **281** **282** **283** **284** **285** **286** **287** **288** **289** **290** **291** **292** **293** **294** **295** **296** **297** **298** **299** **300** **301** **302** **303** **304** **305** **306** **307** **308** **309** **310** **311** **312** **313** **314** **315** **316** **317** **318** **319** **320** **321** **322** **323** **324** **325** **326** **327** **328** **329** **330** **331** **332** **333** **334** **335** **336** **337** **338** **339** **340** **341** **342** **343** **344** **345** **346** **347** **348** **349** **350** **351** **352** **353** **354** **355** **356** **357** **358** **359** **360** **361** **362** **363** **364** **365** **366** **367** **368** **369** **370** **371** **372** **373** **374** **375** **376** **377** **378** **379** **380** **381** **382** **383** **384** **385** **386** **387** **388** **389** **390** **391** **392** **393** **394** **395** **396** **397** **398** **399** **400** **401** **402** **403** **404** **405** **406** **407** **408** **409** **410** **411** **412** **413** **414** **415** **416** **417** **418** **419** **420** **421** **422** **423** **424** **425** **426** **427** **428** **429** **430** **431** **432** **433** **434** **435** **436** **437** **438** **439** **440** **441** **442** **443** **444** **445** **446** **447** **448** **449** **450** **451** **452** **453** **454** **455** **456** **457** **458** **459** **460** **461** **462** **463** **464** **465** **46**



Musical Stein

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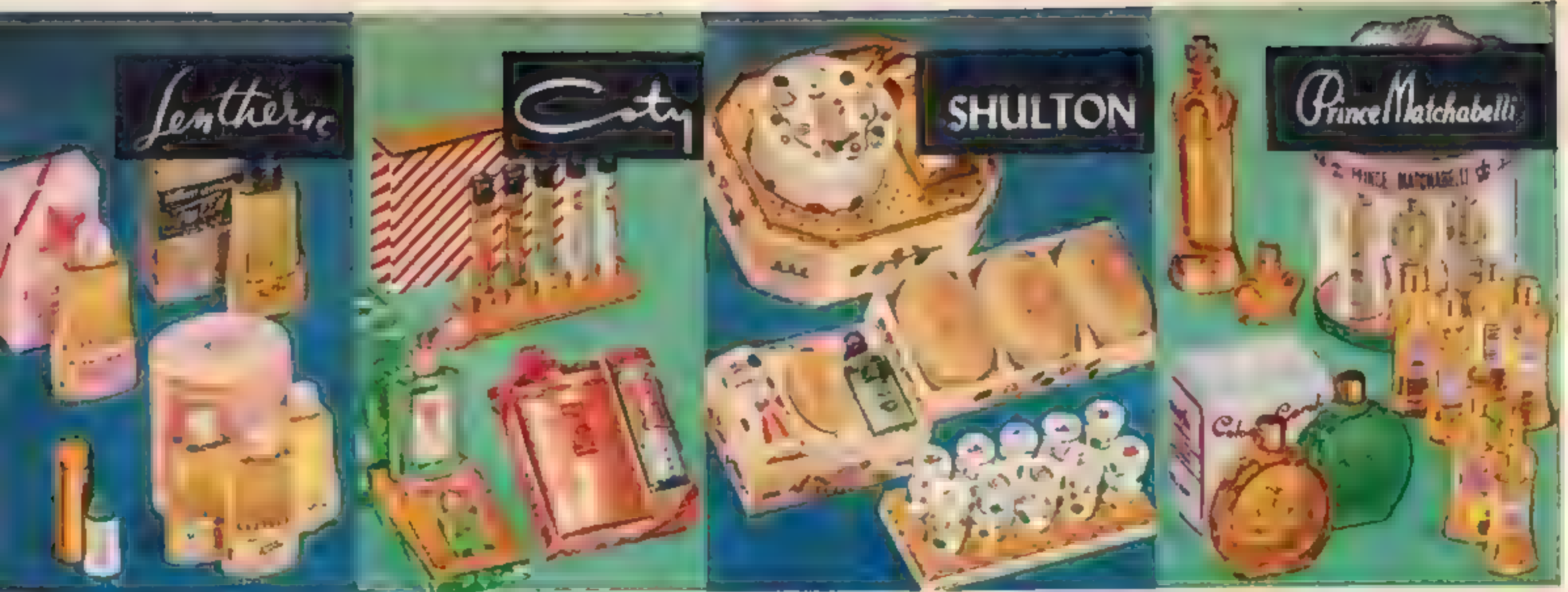
Musical Sewing Basket Brings
 joy to your sewing time and the
 time you spend with your Old
 Spinning Wheel. Cover is made
 of a soft, fuzzy Retex material.
 pin, does not cover Spool Case.
 Metal base. Please call 888-84-4
 for a thank you sample with 2 lbs.
 Cotton for free.

6N7130 \$8.95

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Musical Jewel Box for the "Junior Miss." 16-note Swiss music clock plays 16 tunes on "Swiss" theme. No more "Punk" for the young women of the "New York and New Jersey" area. The "Jewel Box" Mirror is a very "hip" and weighty 16-note clock. Trunk's

8 N 9524 \$3.98



Bouquet Red Lilac—3½-ounce of cologne
Bouquet of red lilacs, the flower of
romance. Postpaid (Shpg. wt. 8 oz.)..... \$1.50
BN9050E

Bouquet Tweed—she'll love this world-
famous cologne... brisk fragrance. 3½-oz.
BN9051E—Postpaid (Shpg. wt. 8 oz.) \$1.50

Tweed Islets—purse-size solid stick-
cologne. Bouquet of red lilacs, the flower of
romance. Postpaid (Shpg. wt. 8 oz.) \$1.50
BN9052E

"Three Shant Messengers"—three
flavors: Mincie, and three others. All in
one package. Postpaid (Shpg. wt. 8 oz.)
BN9054E—Postpaid (Shpg. wt. 8 oz.) \$3.00

3 Walking Sticks—4-oz. each
Postpaid (Shpg. wt. 12 oz.) \$4.74
BN 9596E—5-pc. set in gift box

**3-piece Muguet du Bois (Lily of the Val-
ley) Set**—2-oz. cologne, purse-size per-
fume, and 1-oz. soap. Postpaid (Shpg. wt. 6 oz.) \$4.09
BN 9593E—3-pc. set in gift box

Coty Duet—1-oz. cologne, 1-oz. soap,
1-oz. cream. Postpaid (Shpg. wt. 3 oz.)
BN 9597E—2-pc. set in gift box \$3.00

Old Spice Homestead Box—3-oz. cologne,
3-oz. soap, 3-oz. cream. Postpaid (Shpg. wt. 9 oz.) \$2.82
BN 930E

Old Spice "Sewing Box"—3-oz. cologne,
3-oz. soap, 3-oz. cream. Postpaid (Shpg. wt. 9 oz.) \$1.43
BN 929E

Old Spice "Both Bounty" Gift Set—3-oz. cologne,
3-oz. soap, 3-oz. cream. Postpaid (Shpg. wt. 9 oz.) \$1.50
BN 5549E

Old Spice Soap—3 rich-lathering toilet
soaps. Postpaid (Shpg. wt. 9 oz.) \$1.25
BN 555E

Matchabelli Cologne Collection—3-oz. cologne,
3-oz. soap, 3-oz. cream. Postpaid (Shpg. wt. 9 oz.) \$4.00
BN 345E

2-piece Duchess of York Set—3-oz. cologne,
3-oz. soap. Postpaid (Shpg. wt. 6 oz.) \$3.00
BN 9174E—2-pc. set in gift box

Matchabelli Cologne Carole—1-oz. cologne,
1-oz. soap, 1-oz. cream. Postpaid (Shpg. wt. 3 oz.) \$1.50
BN 9173E—2 pieces in gift box

Emphasize Her Feminine Charms



Gifts of Glamour

**Ann Barton "Garden of
Roses"**—6 bars, 95c
18 bars (3 boxes) \$2.69
BN 4979

Ann Barton Cologne, with
scented cream. Postpaid (Shpg. wt. 8 oz.) \$1.00
BN 5690E—Buy 2 for \$1.79

Princess Eve Perfume Kit for her purse.
Includes 1-oz. cologne, 1-oz. soap, 1-oz. cream.
Postpaid (Shpg. wt. 3 oz.) \$1.20
BN 9208E—3 perfumes in case

Brush Duet, for purse. Clothes brush
and toilet brush in gold-color lip-
stick case. Postpaid (Shpg. wt. 2 oz.) \$1.49
BN 9532

Yardley Old English Lavender Soap,
a fine milled luxury toilet soap. Postpaid (Shpg. wt. 4 oz.) \$1.35
BN 4464



Lyric is a new fragrance for women. It is a blend of the finest ingredients, giving it a unique and lovely character. It is a fragrance that is both elegant and modern.

Tabu Triplets—Three fragrances in one. A new fragrance for women. It is a blend of the finest ingredients, giving it a unique and lovely character. It is a fragrance that is both elegant and modern.

Tabu Cologne, an exciting refresher. Use lavishly. 8 N 9056E—4-oz. in gift box. Postpaid. (Shpg. wt. 10 oz.) \$4.20
8 N 9057E—2-oz. in gift box. Postpaid. (Shpg. wt. 6 oz.) \$2.40

Tabu Perfume, the most delicate and exquisite fragrance. It is a blend of the finest ingredients, giving it a unique and lovely character. It is a fragrance that is both elegant and modern.

Lyric Stick Cologne. 8 N 5750E—11 oz. \$1.20

Lyric Floral Note Stick Cologne. 8 N 5763E—11 oz. \$1.20

Lyric Talcum. 8 N 5747E—Only 72¢
Size 2 1/2—Buy two for \$1.20

Lyric Cologne with Atomizer. 8 N 5714E—1 1/2 oz. \$2.00
8 N 5715E—4-oz. Cologne. (Wt. 12 oz.) \$1.50

Lyric Floral Note Cologne with Atomizer. 8 N 5727E—1 1/2 oz. \$2.00
8 N 5756E—4-oz. Cologne. (Wt. 12 oz.) \$1.50

Lyric Compact (not shown). Pret-ty gold and silver. In soft cloth bag. 8 N 5790—Postpaid. \$4.50

For Christmas
3-piece Set, 4 oz. cologne, 5 oz. talcum, (Wt. 1 lb. 4 oz.) 8 N 5784E—Postpaid. Set \$3.20
Lyric 2-piece Set, 4 oz. cologne, 5 oz. talcum, (Wt. 1 lb. 4 oz.) 8 N 5782E—Postpaid. Set \$2.22
Lyric Floral Note Set, 1 1/2 oz. perfume, 1 1/2 oz. sachet, purse-size stick cologne. A touch adds glamour! 8 N 5785E—3-pc. set \$4.20

Beauty Gifts for her Christmas



Special Bourjois Buys . . . Save 1/3 to 1/2!

Perfume Trio Gift Set. 8 N 4834E—Formerly \$3.00. \$1.80

Evening in Paris "Scented Satchel". 8 N 9516E—Combination special. \$1.20

Four-piece Perfume and Cologne Set. 8 N 4835E—Formerly \$3.60. \$1.80

Evening in Paris "Splash and Carry". 8 N 4823E—Combination special. \$1.20

Gay Evening in Paris Sets by Bourjois

Four-piece Evening in Paris Gift Set. 8 N 9219E—4 pieces. \$4.80

Five-piece Evening in Paris Set by Bourjois. 8 N 9527E—\$6.00

3-piece Evening in Paris Set by Bourjois. 8 N 9217E—\$3.00

Gift size flacon of Romantic Evening in Paris Perfume. 8 N 9528E—\$1.20

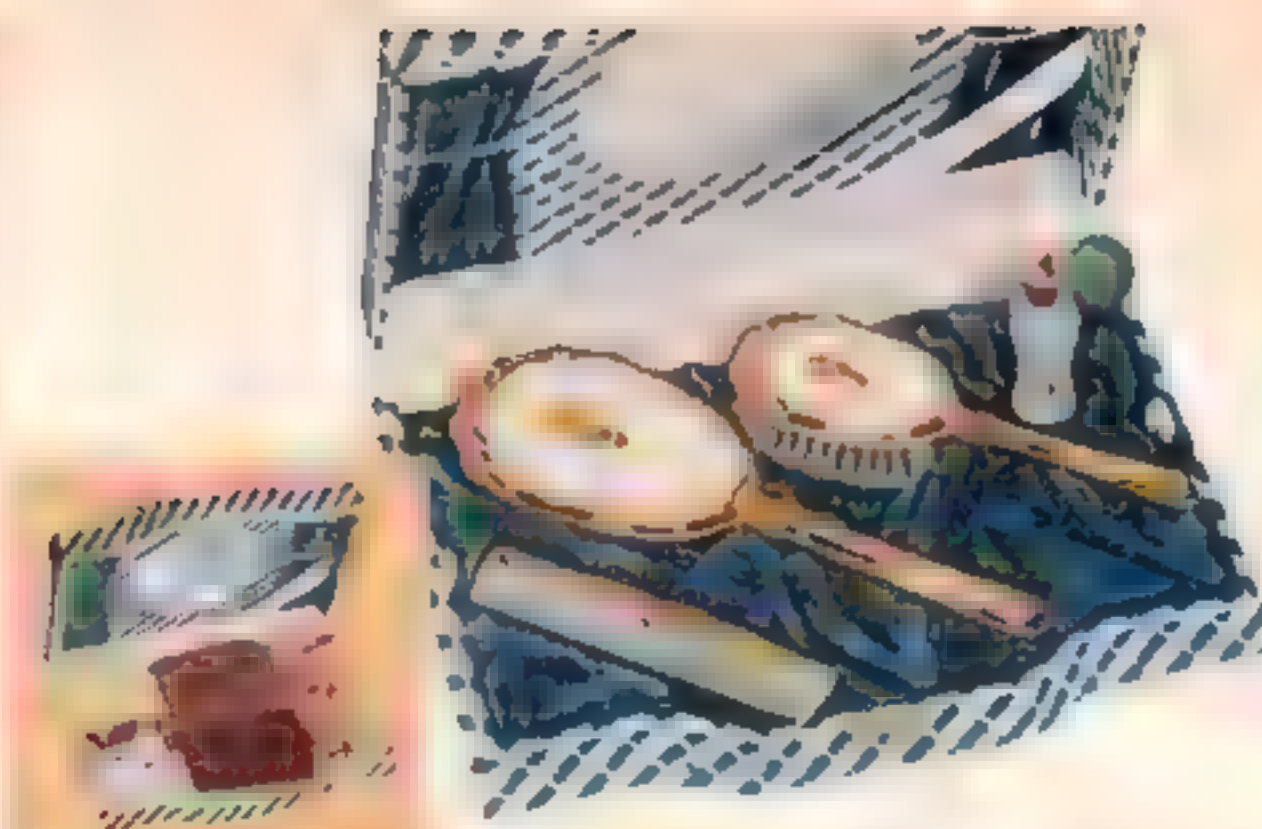
2-piece Evening in Paris Set by Bourjois. 8 N 9148E—\$2.10

If Catalog number ends in "E," price includes 20% Federal Excise Tax (unless otherwise specified).

CIRK2 PAGE 101 . . COSMETICS



A magnificent 17-piece set to thrill your best girl



Case becomes utility box

Boudoir Box for a charming lady

She'll love this 5-piece set in elegant "Pearlone" plastic and jeweler's bronze. Includes a 13-inch beveled hand mirror, hair brush with nylon bristles set in removable block, comb, atomizer, round mirror. Tray lifts out of hinged gift box, leaving lined case for stockings, hairpins. Shpg. wt. 5 lbs.

\$9.98

5 pcs. in case

8 N 07127—White..... \$9.98 8 N 07128—Rose color.... \$9.98

Our most elaborate Ensemble

\$29.95
Cash
\$3.00 down

A romantic set for someone very special... in jeweler's bronze combined with sparkling glass and rich ruby red plastic. 13-inch beveled hand mirror; 10½-inch hair brush has nylon bristles set in removable lucite block. One-piece construction in brush and mirror for strength. Metal-backed plastic comb. Nail file, cuticle pusher, two metal picture frames, metal powder box, trinket box, and 2 glass cream jars. 12-inch mirror tray, 2 hobnail glass perfume bottles and atomizer. Two 16-inch hurricane lamps with ruby-colored chimneys, U.L. approved, 115-volt AC-DC, 45-inch rubber cords.

8 N 09346K—Shipping weight 23 pounds..... \$29.95



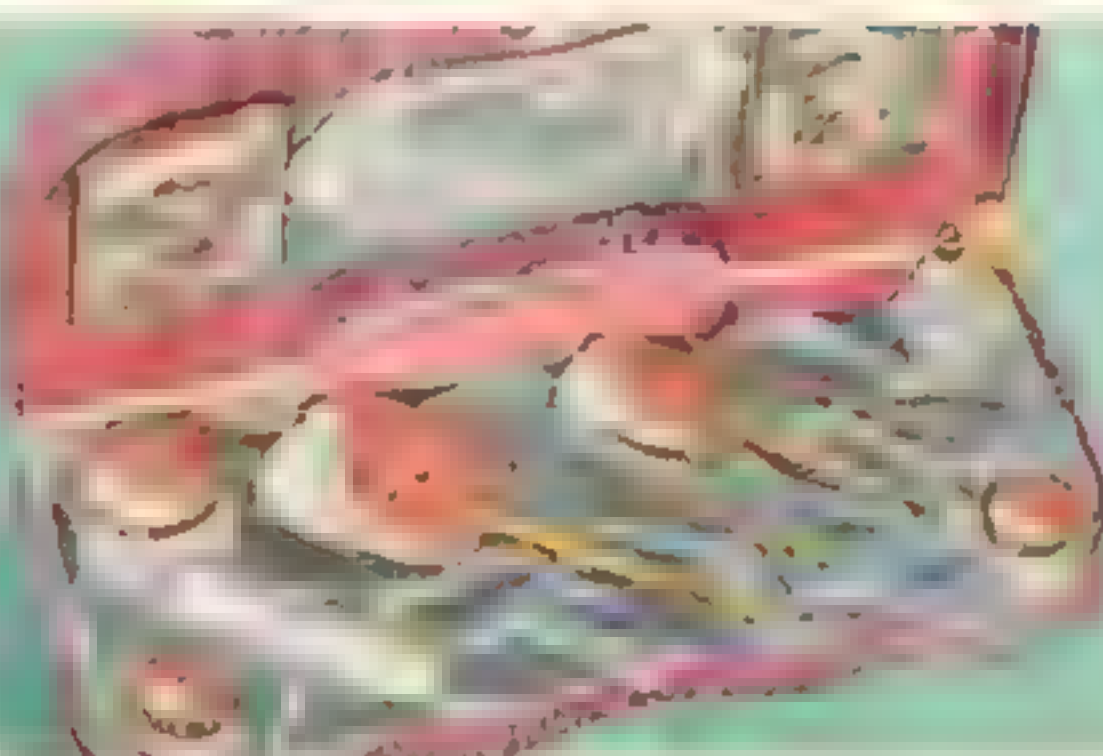
6-piece "Cupid" Set with a musical powder box. Lustrous gold color metal with delicate tinted engravings on back. Metal-backed comb. Hair brush has nylon bristles set in removable lucite block. Beveled hand mirror 12½ in. Sturdy one-piece construction in both brush and mirror. Cream jar, glass mirror tray, file, cuticle pusher, comb. Powder box with 18-note Swiss movement plays "Let Me Call You Sweetheart." In lined, hinged gift case.

8 N 07125—Shipping weight 7 lbs. Set \$24.95

\$24.95

Cash

\$2.50 Down

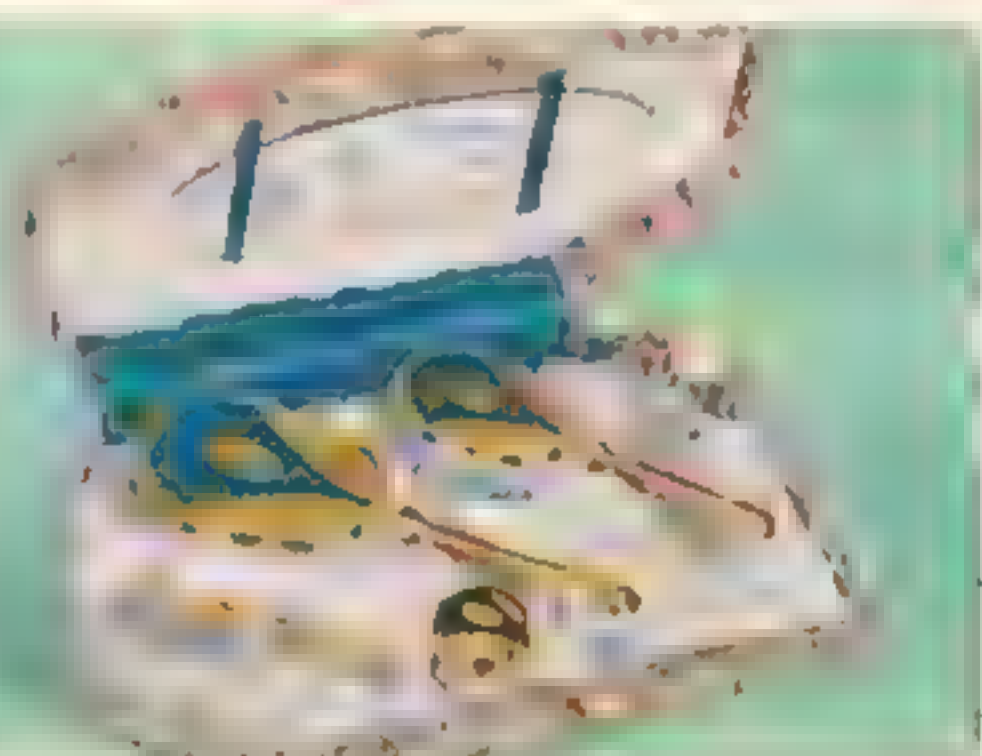


12-piece Floral Set, Soft-toned pastel plastic with color floral design on backs. 13-inch beveled hand mirror, 10-inch nylon-bristled brush and the lids of the glass powder jar and 2 glass cream jars. Set also includes metal-backed plastic comb, metal nail file, cuticle pusher, atomizer, metal picture frames for 2½-inch pictures. Hinged gift case with satin lined.

8 N 07112—Shipping weight 8 lbs. \$19.95

\$19.95

12 pcs. in case



6-piece Dresser Set in gift box. What a thrill to receive this beautiful set! A stunning combination of wrought jeweler's bronze and gleaming "jeweltone" plastic in either ruby or sapphire color. Set includes a 13-inch beveled hand mirror, hair brush with nylon bristles set in removable block for easy cleaning, a comb, powder jar with metal top, perfume bottle with atomizer top, oval mirror tray.

8 N 07115—Sapphire Blue Shpg. wt. 6 lbs. \$14.29

8 N 07114—Ruby Red. Shpg. wt. 6 lbs. 14.29

\$14.29

6 pc. set



A 3-piece Plastic Dresser Set patterned after an 18th century design... a colorful picture in a milk-white frame. 13½-inch hand mirror, hair brush with nylon bristles, plastic comb. Shipping weight each 1 lb.

8 N 9513—In gift box... \$1.98
Save 21¢—Buy 2 for ... \$3.75

B Budget 6-piece Set. Clear transparent plastic with colorful picture backs. 13½-inch hand mirror, hair brush with plastic bristles, dress comb, 2 powder boxes, jewelry box, 5½x3½-inch.

8 N 9512—Set in gift box \$2.49
Save 21¢—Buy 2 for ... \$4.75

C "Lustron" Plastic Set. Round picture backs and hand mirror with picture backs. 13-inch hand mirror, hair brush with nylon bristles, metal-backed plastic comb.

8 N 7103—In gift box \$2.98
Save 21¢—Buy 2 for ... \$5.50

D "Brocade" Vanity Set in jeweler's bronze. Mirror and brush backs have multicolor brocade design that blends into any background. 13-inch hand mirror, hair brush with nylon bristles, metal-backed plastic comb.

8 N 7124—In gift box \$3.98

E Big Value Set in jeweler's bronze with lustrous "Pearlone" plastic back in gold and silver. Smartly simple modern design. 12½-inch beveled hand mirror, hair brush with nylon bristles, metal-backed comb, powder jar. Shpg. wt. 3 lbs.

8 N 9505—In gift box, \$4.98



ANN BARTON
Manicure Sets
GLAMOUR AT YOUR FINGERTIPS

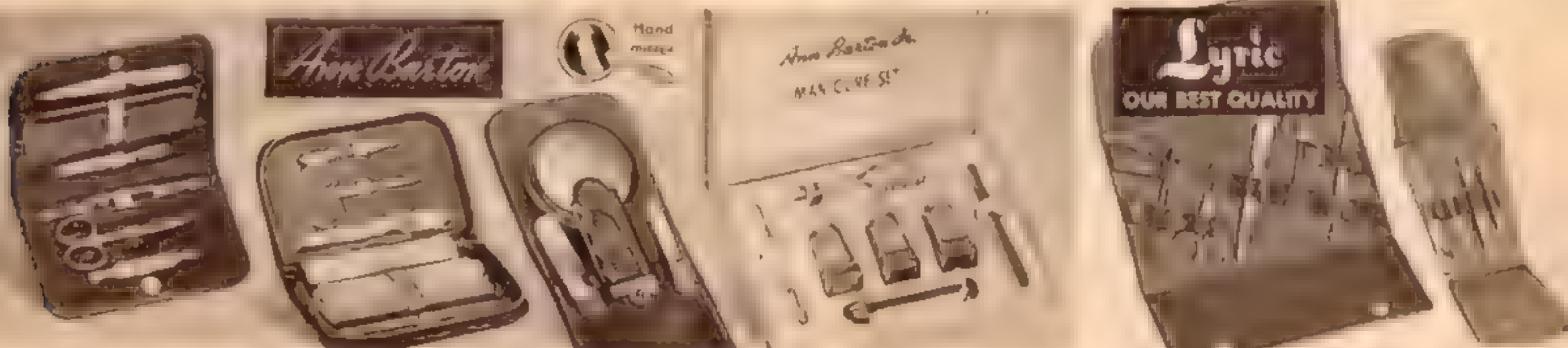
Ann Barton 7-piece Manicure Set \$3.49
Set in trim purse-style case. Powder blue or Wine red plastic with gold color lining design; matching rayon lining. Includes: cuticle scissors, nail file, nail white pencil, nail polish, polish remover, cuticle remover. Case 5 1/2 x 4 1/2 in. 30c Fed. tax incl. Shpg. wt. 1 lb. State colors blue or wine. B N 5637E \$3.49

Ann Barton 12-piece Manicure Set \$4.75
Set in ivory color plastic zipper case with gold color lining. Rayon lining. Includes: cuticle scissors, tweezers, buffer, plastic cuticle pusher-nail cleaner, nail file, nail white pencil, nail polish, polish coat, polish remover, cuticle remover, 2 emery boards. Case 6 1/2 x 5 in. 30c Fed. tax incl. Shpg. weight 1 pound 6 ounces. B N 5638E Complete \$4.75

Ann Barton 14-piece Manicure Set \$5.98
Set in white plastic zipper case with gold color lining. Includes: cuticle scissors, tweezers, padded nail brush, plastic cuticle pusher, nail file, nail polish, polish coat, polish remover, cuticle remover, metal cuticle knife, cuticle knife. Case 6 1/2 x 5 in. 40c Fed. tax incl. Shpg. wt. 1 lb. 8 oz. B N 5634E Complete \$5.98

Ann Barton 13-piece Manicure Set \$6.95
Set, Purse-style 6 1/2 x 5 in. case in ivory or black striped plastic with nickel-plated frame. Rayon lining. Includes: cuticle scissors, tweezers, nail brush, 2 emery boards, blemish remover, nail file, nail polish, polish coat, polish remover, cuticle remover, metal cuticle pusher, metal cuticle knife. 50c Fed. tax included. Shipping weight 1 pound 8 ounces. B N 5631E Complete \$6.95

Ann Barton de luxe 17-piece Manicure Set \$9.95
Set—a gift that's certain to be appreciated. Handsome zipper case in light brown ostrich-grained plastic, with a matching rayon moiré lining. Contains: cuticle scissors, toenail nipper, tweezers, blemish remover, nail white pencil, 2 emery boards, buffer, metal cuticle knife with plastic handle, metal cuticle pusher with plastic handle, nail cleaner, file, 2 bottles polish, cuticle remover, polish remover, polish coat. Case 8 1/2 x 6 inches. 50c Federal tax included. A beautifully complete set for that special occasion. Order early. B N 5639E—Shpg. wt. 1 lb. 12 oz. . . . \$9.95



Ann Barton 6-piece Economy Manicure Set \$1.59
Set in green lizard-grained plastic snap case with nail file, clear plastic comb, tweezers, plastic cuticle pusher and nail cleaner, cuticle scissors and a blemish remover. Case 6 1/2 x 2 1/2 in. 10c Fed. tax included. Shipping wt. 8 oz. B N 5635E . . . Set \$1.59
Saver . . . Buy 2 for 2.98

Ann Barton 5-piece Manicure Set \$2.98
Set in genuine pigskin zipper case with rayon moiré lining. Contains: cuticle scissors, tweezers, nail file, plastic manicure implement and lucite bobby comb. Case is 5 1/2 x 3 1/2 in. An excellent set for the money. Includes 15c Fed. tax. Shipping weight 8 oz. B N 9132E . . . Set \$2.98

Ann Barton 4-piece Vanity Groomer for Women \$2.49
Set in a handsome, long-wearing top-grain cowhide case. Contains: a file, tweezers, vanity mirror, and a styling rattail comb. The perfect case to carry in your purse. Cherry color. Case 5 1/2 x 3 1/2 in. Shipping weight 9 oz. B N 5630E . . . Set \$2.49

Ann Barton 3-piece Jr. Miss Set \$1.59
Set in a plastic snap case. Includes: cuticle pusher and nail cleaner, nail white pencil, nail polish (light), polish remover, nail brush and nail brush handle. Case 5 1/2 x 2 1/2 in. Shipping weight 8 oz. B N 5629E . . . Set \$1.59
Saver . . . Buy 2 for 2.98

Lyric 3-piece Implement Set \$5.60
Set in folding snap case of lustrous plastic "Satin" plastic lining. Contains: 5-inch file, cuticle scissors, tweezers, nail scissors, and cuticle pusher—all precision-crafted of finest chrome-plated steel (20c Fed. tax included). 8 in. wide. State red or green case. Postpaid. (Shipping wt. 4 oz.) B N 5832E . . . Set \$5.60

Lyric 4-piece Implement Set \$2.98
Set in lustrous plastic snap case with "satin" plastic lining. Contains: a 4-inch file, cuticle scissors, tweezers, cuticle pusher—all of finest chrome-plated steel. A set any woman would like. (11c Fed. tax incl., State wine or turquoise (blue) case. Postpaid. (Shpg. wt. 4 oz.) B N 5831E . . . Set \$2.98



Glass Atomizer \$0.95
For her favorite fragrance. In ample, but smart, modern design. Bulb is covered with soft-toned velvety velour. Attractive 24K gold-plated head. 2-oz. size. Please state pink or blue. Shpg. wt. 1 1/2 oz. B N 7013 \$0.95
Saver . . . Buy 2 for \$1.65

Boudoir Brush \$1.98
Set in a plastic snap case. Contains: a bright red brush 7 1/2 in. long. It's something every woman wants and would appreciate. In gift box. B N 9519—Wt. 2 oz. \$1.98
Saver . . . Buy 2 for 3.75

8-piece Vanity Set \$1.98
Set of pink molded plastic, 14x8 1/2 in. molded tray, utility box, 2 powder boxes, hair brush and 3 combs. Utility box has silver color cover. All have carved effect. Shipping wt. 1 lb. 4 oz. B N 9518 Set \$1.98
Saver . . . Buy 2 for 3.75

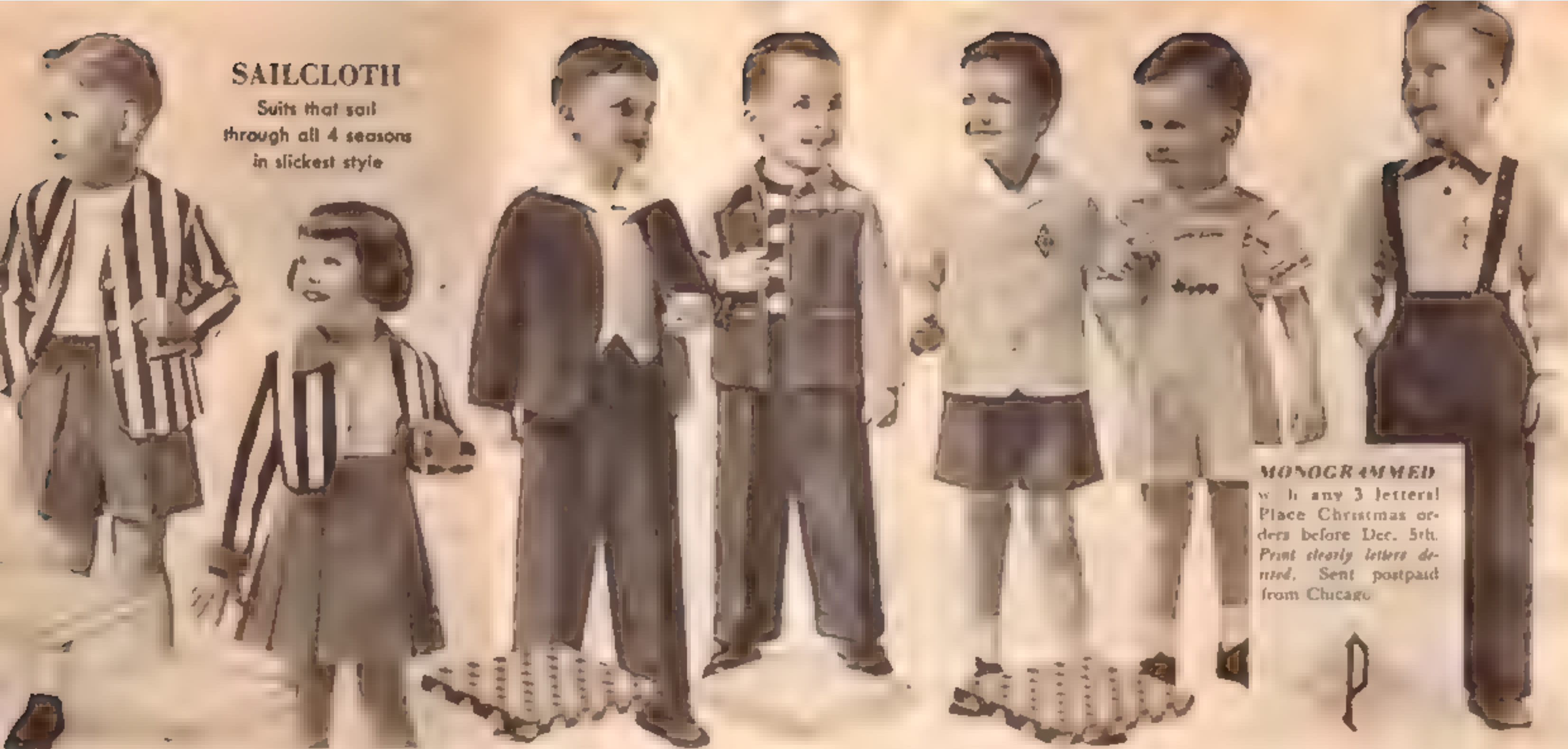
Mirror Tissue-Box and Tray \$4.49
Set in a plastic snap case. Includes: a matching 8 1/2 x 13 in. mirror tray. Shpg. wt. 4 lbs. B N 9534—2-pc. set \$4.49
B N 9535—Mirror-tray or Shpg. wt. 3 lbs. \$2.45

Beautiful Fitted Traveling Case \$4.98
Case zips open to reveal a complete manicure and dresser set. Includes: cuticle scissors, pusher, 2 emery boards in separate case, nail polish, polish coat, cuticle remover, polish remover. And—in lovely blue and silver color plastic, a hand mirror, a nail brush. Case is smart blue and silver color plastic. Case 11x5 1/2 x 1 1/2 in. when closed. Shipping weight 1 lb. 12 oz. B N 9545E—Shipping weight 1 lb. 12 oz. \$4.98

If catalog number ends in "E", price includes 20% Federal Excise Tax (unless otherwise specified)

PAGE 103 . . . MANICURE NEEDS

WishbookWeb.com



SAILCLOTH

Suits that sail through all 4 seasons in slickest style

MONOGRAMMED
with any 3 letteral
Place Christmas orders before Dec. 5th.
Print clearly letters denoted. Sent postpaid from Chicago

Make It a Sister-Brother Gift

\$2.98

Give them Sister-Brother Suits of sturdy cotton sailcloth. As good looking as they are practical! Washfast, Sanforized—fabric won't shrink over 1%. Blazer striped jackets. Solid color boxer shorts with boys', skirt with girls'. Suspenders on shirt. Boxed. *State size 2, 3, 4 Shpg. wt. suit 15 oz.*
29N8570—Boys' suit, Cinnamon with white. \$2.98
29N8571—Boys' suit, Red with white. . . . 2.98
29N8572—Girls' suit, Cinnamon with white. . 2.98
29N8573—Girls' suit, Red with white. . . . 2.98

\$5.98

4-pr Suit. Jacket of washable, crease-resistant rayon gabardine. Maximum shrinkage 3%. Rayon tattersal vest. Sanforized cotton shirt. Boxed. *State size 1, 2, 3, 4.*
29N8568—Navy blue
29N8569—Dk brown
Wt. 1 lb 10 oz \$5.98

\$3.98

Rayon Gabardine Casual Suit. Washable. Maximum shrinkage 3%. Zip front jacket. Boxer longies with fly front. Sanforized cotton shirt. Boxed. *State size 1, 2, 3, 4. Wt. 1 lb.*
29N6709—Brown, tan
29N6710—Lt. blue with gray \$3.98

\$4.49

3-pr Suit. New washable fabric of rayon, acetate and cotton. Has linen-like look. Boxer shorts, detachable suspenders. Sanforized cotton shirt. Boxed. *State size 1, 2, 3, 4. Shpg. wt. 1 lb. 6 oz.*
29N6761—Tan, brown
29N6762—White with navy blue \$4.49

\$1.98

Combed cotton polo knit-in train stripe, 2-button shoulder. Train embroidery on the Sanforized cotton twill shorts. *State size 1, 2, 3, 4.*
29N6798—Yellow
29N6799—Med blue
Shpg. wt. 7 oz \$1.98

Suit **\$2.98**

Initials printed on iron-knit cotton shirt! Sanforized cotton twill longies; elastic back waist. Washable. *State size 2, 3, 4. No C.O.D.'s*
29N8574F—Navy, gray
29N8575F—Brown, yellow
Wt. 12 oz. Suit. . . . \$2.98

Shirt only, Wt. 6 oz
29N8576F—Gray
29N8577F—Yellow \$1.49



FROSTY

gives a playful air to practical gifts

All come in special FROSTY gift boxes

\$2.98

2 for \$1.89

\$2.98

Factory polo shirt and longie set. Knit combed cotton polo with 2-button shoulder, jolly washfast Frosty print. Sanforized cotton twill longie with non-slip suspenders, elastic back waist for comfortable fit. Washable. *State size 1, 2, 3, 4 Wt. 12 oz.*
29N8578—Navy, tan and white. Set \$2.98

Two long sleeve polo shirts with an appealing Frosty print. Knit combed cotton. *State size 1, 2, 3, 4 Wt. 12 oz.*
29N8392—Navy, tan and white. Set \$1.89

Knit cotton creeper has white top, Frosty print. 2-button shoulder, snap crotch. *State size 1, 2, 3, 4 Wt. 12 oz.*
29N8488—Lt. blue
29N8489—Yellow
Shpg. wt. 8 oz \$2.98

Toddler's overall with snap-fastened drop seat. Woven multicolor plaid denim; Sanforized. *State size 1, 2, 3, 4. Wt. 1 lb.*
29N8345—Wt. 9 oz
Ta \$4.49 2 for \$2.90

\$1.29 Each

Snap-crotch creeper-along. Woven multicolor plaid denim. Sanforized—won't shrink over 1%. *State size 1, 2, 3, 4. Wt. 12 oz.*
29N8407—Ta \$1.29
Save 1 for \$2.52

\$2.29

Woven plaid denim suit. Eton jacket. Sanforized—won't shrink over 1%. *State size 1, 2, 3, 4, 5, 6, 6x. Chart page 204.*
29N8347 \$2.29

Cotton Knits

A Washfast 3 for \$2.98
pos 1 red stripe, 1 med blue, 1 yellow. 2-button shoulder Longsleeves. Mercerized Durene® combed cotton. *State size 1, 2, 3, 4 Wt. 12 oz.*
29N8552 Boxer's lace \$2.98

B Matched set \$2.59
has striped pos 1 red stripe, 1 med blue, 1 yellow. Mercerized Durene® combed cotton. Washable. *State size 1, 2, 3, 4 Boxed. Wt. 11 oz.*
29N6796—Navy blue
29N6797—Yellow \$2.59
*Reg. U. S. Pat. Off.

Order size	6 mos.	12 mos.	18 mos.	1	2	3	4
1	2	3	4	5	6	7	8
2	3	4	5	6	7	8	9
3	4	5	6	7	8	9	10
4	5	6	7	8	9	10	11
5	6	7	8	9	10	11	12
6	7	8	9	10	11	12	13
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88	89	90	91	92	93	94	95
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91	92	93	94	95	96	97	98
92	93	94	95	96	97	98	99
93	94	95	96	97	98	99	100



Western Togs

SIZES 1 to 4

Roy Rogers
COWBOY
CLOTHES

A sure way to
please young fry!

\$4.98

Authentic, Texas-made Western suit. Colorful embroidered cotton broadcloth shirt. Cotton covert pants with zipper fly front, elastic back waist, belted front. Embroidery down the legs. Washable. Sanforized—won't shrink over 1%. Boxed. State size 2, 3, 4. 29N8582 2-tone green. 29N8583 Red, lt. blue. Wt. 1 lb. 8 oz. Shpg. \$4.98

2 for \$2.59

Bright Dan River Wrinkl-Shed® cotton shirts to team with Western togs. Short sleeves, convertible collar. 2 different color combinations in each gift box. Washable. State size 1, 2, 3, 4. 29N6539 Box of 2, one size, for \$2.59

2 for \$1.69

Knit cotton polo shirts with his hero, Roy Rogers insignia. Double knees for extra wear. Zipper fly front, detachable suspenders, yoke back. Wash separately. Sanforized—won't shrink over 1%. State size 1, 2, 3, 4. Shpg. wt. pkg. 6 oz. 29N8589 Pkg. of 2, one size \$1.69

\$1.98

8-oz. navy blue denim jeans, Roy Rogers insignia. Double knees for extra wear. Zipper fly front, detachable suspenders, yoke back. Wash separately. Sanforized—won't shrink over 1%. State size 2, 3, 4. 29N8588 Shpg. wt. 10 oz. Ea. \$1.98

\$3.98

Practical, long wearing Roy Rogers outfit of 12-piece set. Real Western style snap-jacket. Boxer shorts with elastic waist. Washable. Shpg. wt. 1 lb. 29N8584—Set, \$3.98

\$3.98

Rip-room Roy Rogers outfit, 12-piece set. Real Western style snap-jacket. Boxer shorts with elastic waist. Washable. Shpg. wt. 1 lb. 29N6994 \$3.98

\$5.60

Super-exciting 12-pc Roy Rogers outfit! 12-piece set. Real Western style snap-jacket. Boxer shorts with elastic waist. Washable. Shpg. wt. 1 lb. 29N8586—Wt. 1 lb. 3 oz. \$5.60



Pair-up Plaid Lined Denims for Perky Presents

Rugged navy blue denims—warmly lined with multicolor plaid cotton flannel. Metal riveted, bar tacked at strain points. Sanforized—won't shrink over 1%. Shirt and all-plaid linings match.

Tykes' plaid lined Western jacket. \$1.98
7-oz. denim. Snap fasteners. Wash separately. State size 1, 2, 3, 4. 29N6624M—Wt. 7 oz. \$1.98

Lined snap-crotch jeans. \$1.79 ea.
8-oz. denim. Adjustable suspenders, elastic back waist. Wash separately. State size 6, 12, 18 months. 29N6649M—Shpg. wt. ea. 9 oz. Ea. \$1.79, 2 for \$3.50

Boys' plaid-lined 8-oz. denim jeans. \$2.39 ea.
Double knees, zip fly, yoke back. Wash separate. State size 1, 2, 3, 4. Wt. ea. 10 oz. 29N6845M—Ea. \$2.39. Sure buy 2 for only 4.70

Matching multi-color plaid shirt. \$1.49 ea.
Heavy weight cotton flannel. Washable. State size 1, 2, 3, 4, 6, 6x. Wt. ea. 7 oz. 29N6500—Ea. \$1.49, 2, \$2.90

Plaid lined 8-oz. denim jacket. \$2.49
Western style. Double knees, zip fly, yoke back. Wash separate. State size 1, 2, 3, 4. 29N6835M—Wt. 12 oz. Ea. \$2.49

Plaid lined 7-oz. denim longie. \$1.79 ea.
Elastic waist, fly front. Wash separately. State size 1, 2, 3, 4. 29N6843M—Shpg. wt. 12 oz. Ea. \$1.79, 2 for \$3.50

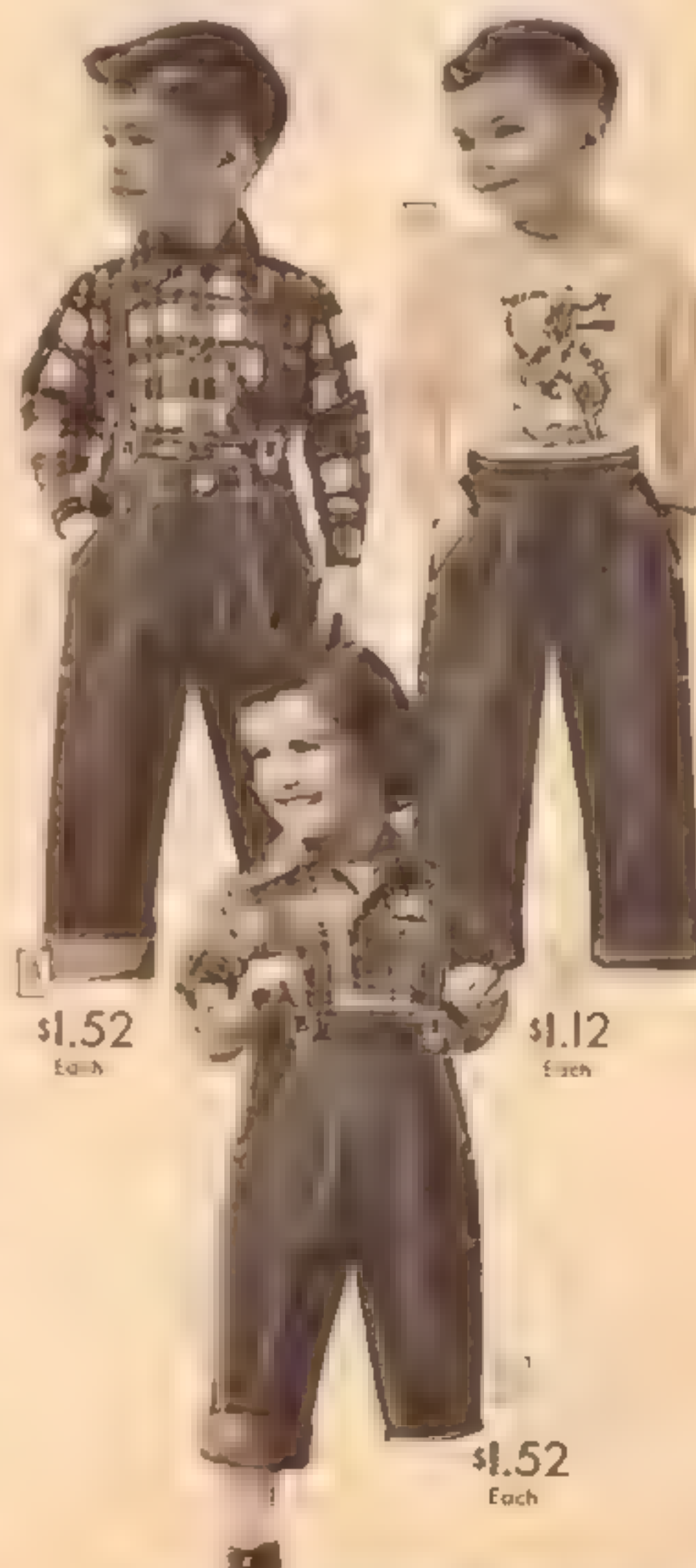
Honeysuckle Denim Blue Jeans

Styled the way westerns like them in real western fashion. Tapered legs, big turn-up cuffs. Specification-made of durable navy blue denim. All grippers, no buttons used. Double-stitch seams reinforced with metal rivets. Bar tacking. Sanforized—won't shrink over 1%. Wash separately.

Boys' jeans of 8-oz. denim. Zipper fly, yoke style back. Snap-on detachable suspenders with adjustable buckles. Belt loops. State size 1, 2, 3, 4. Wt. ea. 10 oz. 29N6818—Ea. \$1.52. Buy 3 for 4.47

Boxerlongie of 7-oz. denim. Fly front, shirred waist. State size 1, 2, 3, 4. Shpg. wt. each 6 oz. 29N6820—Ea. \$1.12. Buy 2 for 3.27

Girls' jeans of 8-oz. denim. Snap-on detachable suspenders with adjustable buckles. Zipper placket. State size 1, 2, 3, 4. 29N6819—Wt. ea. 10 oz. Ea. \$1.52. 3 for \$4.47



\$1.52
Each

\$1.12
Each

\$1.52
Each

Shirt Companions

Knit cotton 98c ea.
sweatshirt. Faced collar. Bright colors. Washable. State size 1, 2, 3, 4. 29N6533—Ea. \$1.49. 29N6534—Ea. \$1.49. 2 for \$2.85

Washfast 98c ea.
multicolor plaid shirt. Sanforized—won't shrink over 1%. Yoke back. State size 1, 2, 3, 4. Shpg. wt. each 6 oz. 29N6508—Ea. 98c; 3 for \$2.85

Tykes' Sizes 6 to 18 months

Tots' Sizes 1 to 4

Gay "Frosty" Corduroys... gift boxed!

A 2-pc. Set. Pinwale corduroy. Lined jacket. Bib front creepalong; non-slip suspenders, built-up back, snap crotch. Wash separately. State size 6, 12, 18 mos. Shpg. wt. 1 lb. 1 oz. 29N6694-Med blue \$4.98 29N6695-Red..... 4.98

B Creepalong of pinwale corduroy with "Frosty" padded knees. Built-up back, pleats, non-slip suspenders. Snap crotch. Wash separately. State size 6, 12, 18 mos. Shpg. wt. 10 oz. 29N6696-Red... \$2.49 29N6697-Med blue 2.49

\$4.98

\$2.49

HOLIDAY-BRIGHT
Corduroys
FOR LITTLE ONES

Shirt \$2.69

Boys' Suit \$4.39

Girls' Suit \$3.98

Overall \$2.59

\$1.98

\$4.39

\$2.49

"Crawler" of extra fine pinwale corduroy. Snap crotch. Non-slip suspenders. Wash separately. State size 6, 12, 18 mos. Shpg. wt. ea. 8 oz. 29N6621-Red 29N6620-Med. blue. Ea. \$1.98 2 for only 3.88

2-piece Set. Pinwale corduroy, multicolor plaid. Double-breasted jacket, cotton sateen lined. Creepalong has snap crotch, non-slip suspenders, elastic waist back. Wash separately. State size 6, 12, 18 mos. Wt. 12 oz. 29 N 8423. Set \$4.39

Our Best "Crawler." Fine pinwale corduroy. Non-slip suspenders. Convenient snap crotch. Wash separately. State size 6, 12, 18 months. Shpg. wt. ea. 8 oz. 29 N 8436-Lt. green 29 N 8437-Yellow 29 N 8438-Med blue Ea. \$2.49; 2 for \$4.88

2-pc. Set \$4.98
Jacket \$2.98

Zip-front Overall \$2.94

Drop-seat Overall \$2.29

Dress Slacks \$2.79

NEW Gift Idea! Practical! Cute! Matching Creepalong and Toy

Creepalong and toy dog \$2.98

Creepalong with Toy Dog. Sure to please both mother and baby. Creepalong of sturdy, reinforced cotton 8-oz gabardine that won't shrink over 1%. Bib style with non-slip suspenders, elastic waist for snug fit. Snap crotch for quick changes.

The creepalongs are made of our best quality material that takes plenty of wear and washings.

Tots will love the "pud dog" of stuffed, washable plastic. Embroidered padded knees on creepalong match doggy, too! Both come in gift box. Washable. State size 6, 12, 18 months. Shipping weight 1 pound 2 ounces.

29 N 6698-Medium blue 29 N 6699-Yellow \$2.98 Size chart on page 208

C Corduroy Sport Shirt. Just like Dad's! Warm for winter wear—easy to wash. Needs little or no ironing. Wash, per instructions. State size 2, 3, 4. 29 N 8565—Kelly green 29 N 8566—Yellow 29 N 8567—Wine Shpg. wt. 8 oz. Each \$2.69

D Boys' 2-pc. Eton Suit. Multicolor plaid corduroy. Matches girl's suit (E). Please both sister and brother, give them look-alike outfits. Jacket has patch pockets. Longies have elastic waist. Wash separately. State size 1, 2, 3, 4. 29 N 8529M—Medium blue, wt. 11 oz. 2-pc. suit \$4.39

Classic White Cotton Broadcloth Shirt shown with short sleeves. Washable. Satisfaction guaranteed—won't shrink over 1%. State size 3, 4. 29 N 8525—Shpg. wt. ea. 5 oz. Ea. 98c; 3 for \$2.85

E Girls' 2-pc. Suit. Multicolor plaid corduroy. Matches with boy's suit (D) for the cutest sister-brother pair. Pleated skirt has elastic waist for better fit. Detachable suspenders. Wash separately. State size 1, 2, 3, 4. 29 N 8528M—Shipping weight 11 ounces \$3.98

F Corduroy Pinwale Overall. Detachable top—can be worn as separate longie. Elastic waist. Washable. State size 1, 2, 3, 4. 29 N 8516—Aqua blue-green Shpg. wt. each 9 oz. 29 N 8517—Red, yellow. Each \$2.59; 2 for \$5.08

G Corduroy Overall, Jacket Set. Zip jacket, cotton kasha lined. Embroidered. Overall has elastic back waist. Washable. State size 1, 2, 3, 4. 2-pc. Set. Wt. 1 lb. 29N8512-Aqua blue-green 29N8510-Bright red 29N8511-Med blue \$4.98

Jacket Only. Wt. 10 oz. 29N8515-Aqua blue-green 29N8513-Bright red 29N8514-Med blue \$2.98

H Zip-front Overall. Our finest quality Pinwale corduroy. Snap-closing drop seat. Non-slip suspenders, adjustable buckles. Elastic back waist. Washable. State size 1, 2, 3, 4. 29 N 8521—Med blue 29 N 8522—Brown Shpg. wt. each 11 oz. Each \$2.94; 2 for \$5.78

I Drop-seat Overall. Non-slip suspenders with adjustable buckles. Bar-tacked front seam can be opened for fly front. Elastic back waist. Washable corduroy. State size 1, 2, 3, 4. 29N8519-Aqua (blue-green) 29N8520-Med blue 29 N 8518—Red, Wt. 9 oz. Each \$2.29; 2 for \$4.48

K Boys' Dress Slacks. Belted in front, elastic back waist. Detachable suspenders. Zipper fly front. Washable corduroy. State size 1, 2, 3, 4. 29 N 8502—Dark green 29 N 8503—Brown Shpg. wt. 10 oz. Each \$2.79; 2 for \$5.48

K 210-214... CHILDREN'S CORDUROY



A 3-piece Baby Brush and Comb Set...
"Sealed-silver" plate trim. Resists tarnish, preserves lustrous finish. 5½-in. brush has long, soft nylon bristles. Comb has gentle plastic teeth. Matching picture frame. Shpg. wt. 10 oz.

8 N 9001—Three-piece Set . . . \$4.98

8 N 9002—Two-piece Set. Brush and comb of above set. Shpg. wt. 8 oz. **\$3.79**

8 N 9003—Picture frame only of above set. Shpg. wt. 6 oz. **\$1.29**

B Boys' Military Brush Set with Comb.
Two handsome 3½-in. brushes have plastic bristles. 7-in. plastic comb. Comes nicely boxed. Shpg. wt. set 1 lb.

8 N 9489 Set \$1.00, 2 for \$1.80

D Dresser Set for "Younger Ladies."
Clear plastic handles taper gently. Four piece set includes 10-in. hand mirror; hairbrush with plastic bristles, comb; and a Trinket box. Blue and pink "Bo-Peep" design on backs.

8 N 9314—Shpg. wt. 14 oz. Set \$1.00

Save 25c 2 for only 1.75

E Infant's Dresser Set for the Little Miss.
5-in. brush, 4½-in. plastic comb 4¼ x 3-in. mirror. Ribbon and rose design. Set comes on an attractive stand that "props" itself up. Nicely boxed. State color pink or yellow.

8 N 9005—Shpg. wt. 10 oz. \$1.98



Encourage neatness and cleanliness with this Penguin design Kiddie Kabinette

What a delightful way to keep children's grooming accessories orderly! White plastic wall cabinet is 6x5¼x2¼-in. with amusing penguin design on outside. You attach it easily to the wall with adhesive that is provided. . . no holes to drill, no nails to pound. Inside door are small mirror, rack with two toothbrushes . . . one labeled "Good Morning," one "Good Night." Plastic cup, child's comb, hair brush, nail brush. Accessories come in assorted gay colors (sorry, no choice.) Children love to have their own grooming cabinet hung on the wall near mom and dad's! Kiddie Kabinette makes gift pleasing to mother as well as for the child. It encourages cleanliness in children. Helps mothers by doing her job of getting the "little ones" to wash-up for bed.

8 N 2256—Kiddie Kabinette. Shipping weight 1 lb. 6 oz.

\$2.95

Only \$2.95

Lighten Mother's work with a Useful Nursery Gift



"Scented" Kitties.
Two lovable, woolly pink kittens, each 3x2¼-in. Appealingly scented. In plastic gift box. Shipping weight set 5 ounces.

8 N 9463 Set \$1.00

Save 25c 3 for 2.75



Tommee-Tippie Baby Cup. Weighted base can't be upset. Removable, perforated pink plastic top prevents spilling. 3½-in. Blue plastic cup.

8 N 2269—Wt. 12 oz. Each 92c

Save 10c 2 for only \$1.69



Cradle Song. Lovely yellow rayon quilted pouch holding 18-note imported Swiss musical movement. Plays "Brahm's Lullaby." Ties easily to crib. Plays softly . . . lulls baby.

8 N 9004—Shpg. wt. 7 oz. \$3.98



Formula Bag with 3 separate insulated zipper compartments. Keeps bottles and food hot or cold 4 hours. State red, navy or luggage tan. Shipping weight 1 lb. 14 oz.

8 N 9006 \$3.95



Chow-Scow Feeding Dish. Fork and spoon, smoke-stack drinking tumbler, funnel for warm water. Red, blue or yellow plastic trimmed in white (no choice.)

8 N 9007—Wt. 1 lb. Each \$1.25

Save 20c 2 for only 2.30



Chow-Chow Feeding Train. Heat-resistant red and white plastic. Spoon, fork, two-section dish, and tumbler fit into engine and tender. Overall length 13½ in.

8 N 2020—Wt. 1 lb. Each 98c

Save 16c 2 for only \$1.80



Tommee-Tucker All-porcelain Hot Plate. Baby can't upset this feeding dish because of the vacuum cup on the bottom. Holds hot water to keep food warm. Two-tone pink and blue. Wt. 2 lbs. 13 oz.

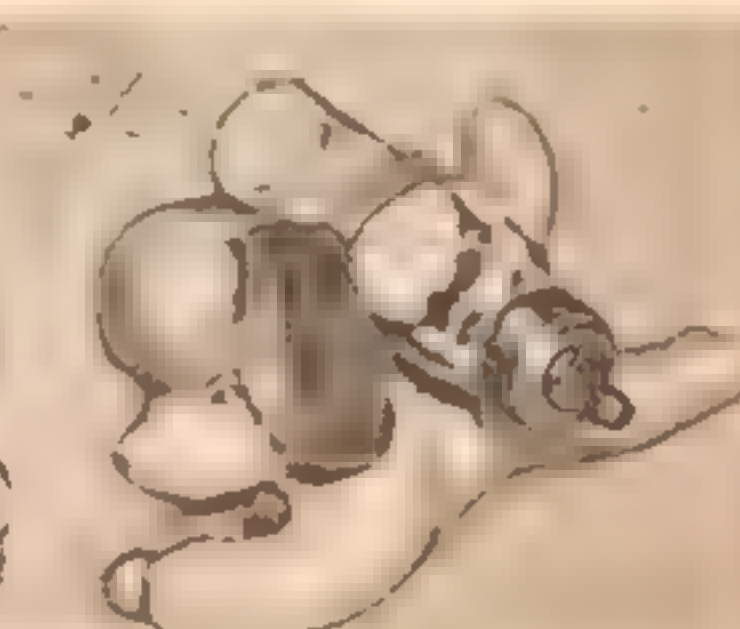
8 N 2005—8-in. diam. . . \$3.75



Merry-GO-Sip Drinking Glass. Animals under dome revolve as liquid is drawn through the flexible straw. Blue plastic glass, clear dome, pink animals.

8 N 9159—Wt. 10 oz. Each 92c

Save 15c 2 for only \$1.69



"Puppykin" Bottle Holder. Adorable figure of puppy holds bottle as baby feeds. Easy-to-wash plastic fabric covering. 10½-in. long. Bottle not included. State yellow or Mint green.

8 N 2096—Shpg. wt. 12 oz. \$1.49



2-way Chair

A Play chair or auto seat. Removable cotton seat and tray have plastic-lined bottom. Steel frame. Wood beads, armrests. 24x15x26 in. high (when open). Only 6 1/2 in. high folded. Wt. 12 lbs.

79 N 07912.....\$5.75

NEW Play Yard, Pads

B Step-fold Play Yard. Just step on foot lever to fold. All hardwood honey maple finish. Measures 39x41 1/2x22 1/2 in. Plastic casters can't mar floors. 22 steel hinges support floor; assure smooth opening, closing. Non-toxic play beads.

79 N M7614—Freight or express. Wt. 36 lbs.. \$16.95

C 49 N 7711—No-draft. 8-in. sides. Wt. 4 lbs. \$4.98

D 49 N 7710—Flat pad. Shpg. wt. 2 lbs. 12 oz. \$3.69

\$3.69



Shoo-fly Rocker

Keep baby happy and safe in this sturdy constructed rocker. 28 1/2-in. hardwood runners, tubular chrome bracing. About 12 in. across. Seat about 7 in. high. Easy assembly; screws incl.

Shpg. wt. 8 lbs. 79 N 07522 \$6.98

\$6.98

"Me-Drive" Seat

Popular Up-Or-Down seat plus ivory colored flexible plastic steering wheel with horn and gearshift. Plastic seat folds down and guard arm forms car pen. Also, use as high chair. Shipping weight 9 pounds.

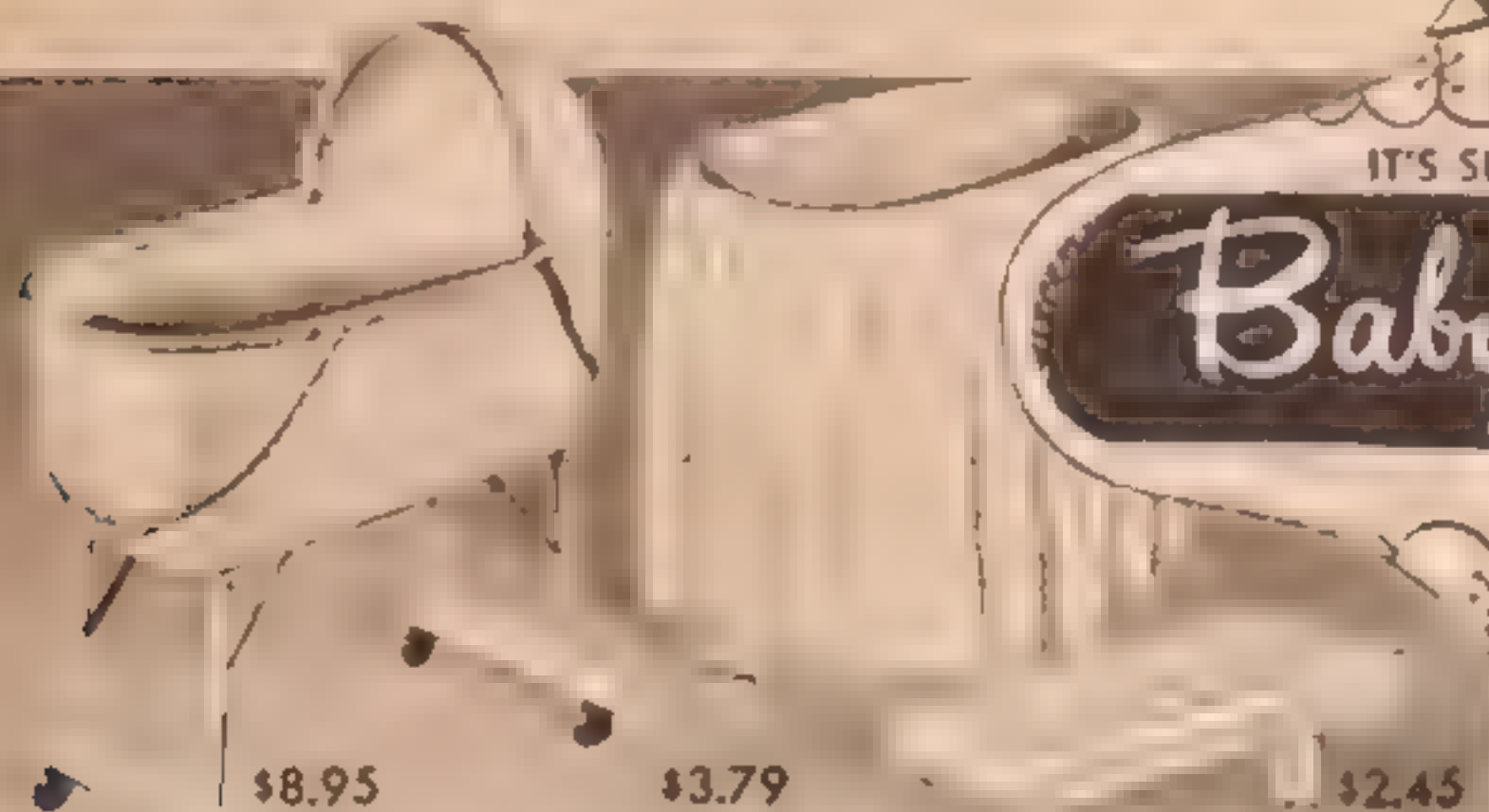
49 N 7906..... \$3.98

Nursery Stool

Wood Nursery Stool has steady, no-tip base for your toddler's safety. Helps youngsters reach wash basin, etc. Smooth varnish finish, gaily decorated. Very easy to set up. 12 1/2x6 1/2x6 1/2 in. high overall. Screws incl.

49 N 7901 Wt. 3 lbs. 3 oz. \$2.28

\$2.28



IT'S SEARS FOR

Baby Needs

De Luxe Baby Basket

Loom woven fiber with sheet fiber lining; reinforced bottom. Stands on beaced hardwood legs with 2-inch rubber casters 16 inches apart. Legs fold flat. Two carrying handles. Hood adjusts quickly with wing nuts. Basket about 33x18x11 1/2 inches deep. Enameled white; state pink or blue trim.

79 N 07801L—Shpg. wt. 12 lbs. \$8.95

Vinyl Liner, Pad

E Quilted plastic Basket Liner. Full lace-effect skirt. Looks like fine eyelet fabric. Drapes to floor. Wipes clean with damp cloth. State color choice pink, blue or maize.

49 N 7760—Shpg. wt. 2 lbs. \$3.79

F Inflatable basket pad. Inflates by mouth. No stitches or stuffing. State pink, blue or maize (yellow).

49 N 7750—Shpg. wt. 1 lb. 2 oz. \$2.45

\$8.95

\$3.79

\$2.45



Walker-Strollers . . practical Christmas gifts

G Our Best Folding Walker Stroller. Handle and footrest fold for conversion. Bearings never need oil. 5 1/2-in. wheels, 1-in. tires. High back. Convenient bag for carrying groceries. Play tray. Handle height 37 inches.

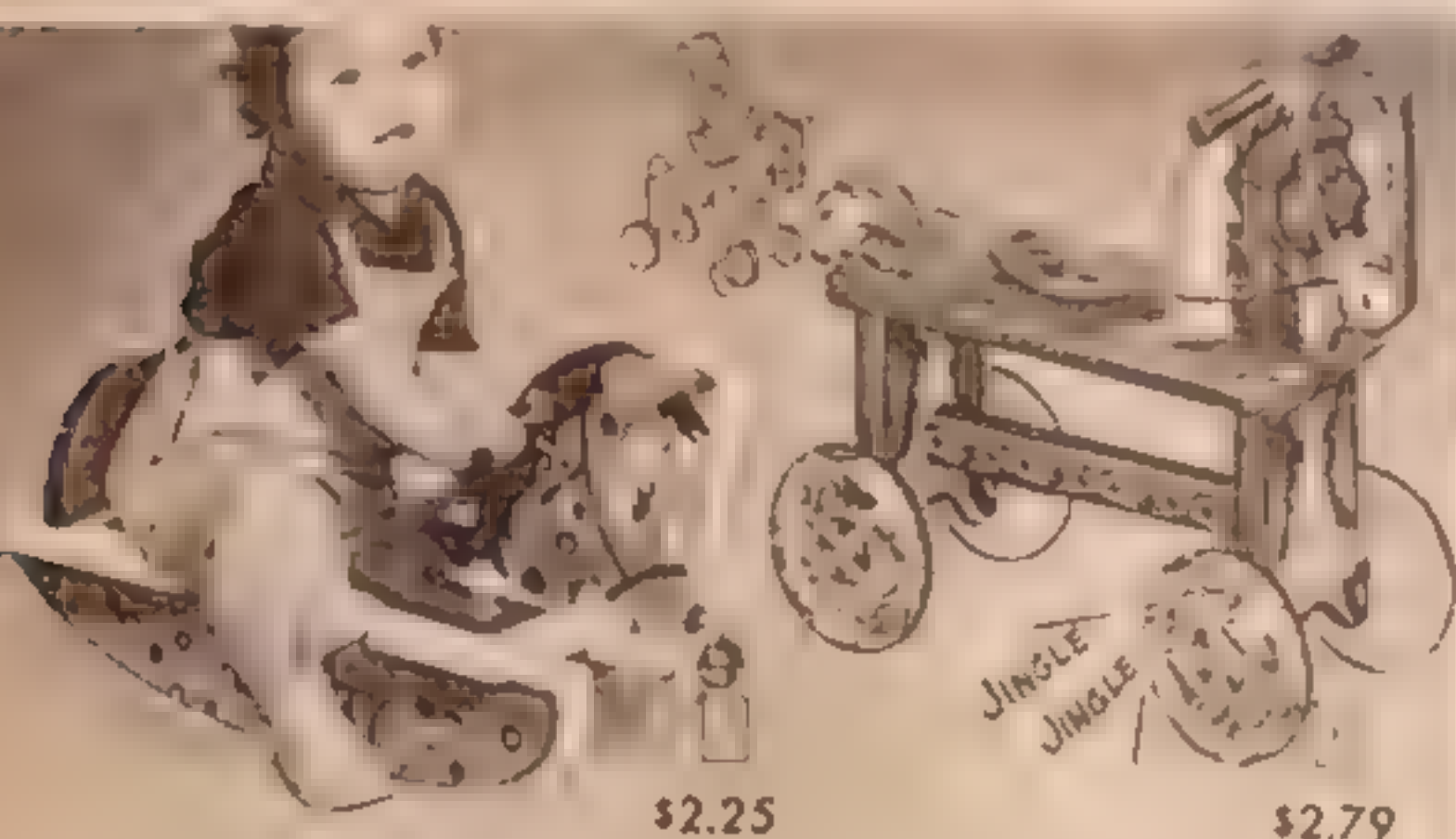
79 N 08407—Shpg. wt. 15 lbs. . \$13.19

H NEW! Handle and footrest fold easily without removal. Steel frame. Play tray with non-toxic beads. Rubber-covered front, rear bumpers. Package holder. 5 1/2-in. disc wheels, 1-in. solid rubber tires. Enameled maroon.

79 N 08402—Shpg. wt. 20 lbs. \$9.25

\$13.19

\$9.25



Sturdy Rider Toys for Active Toddlers

J Happy-Time "Spotty" Rocker. Only 4 inches from floor . . . so low a creeping baby can get off and on without help. Wood seat has back support. 16 1/2 inches long, 6 1/2 inches wide. Jingle bell adds to baby's amusement. Sturdy construction throughout. Ideal for tots. Shipped partly assembled.

49 N 7511—Shpg. wt. 3 lbs. \$2.25

K Tot's Wheel Horse. Durable wood frame. Four easy-rolling 5 1/2-in. wheels. Jingle bells in wheels and on reins. Gay colorful circus design all over. Height overall about 16 1/2 in. Realistic horse head, doweled hand grips. Durable construction. Seat about 6 1/2 in. wide. Mailable; very easy to assemble.

49 N 7514—Shpg. wt. 4 lbs. \$2.79

\$2.25

\$2.79



\$1.79

Roy Rogers Plastic Inflatable "TRIGGER"

Plenty of rough, tough play value . . . an ideal inexpensive hobbyhorse for children. At home anywhere, indoors or out. Excellent as a beach toy or indoors as a television stool. Smooth vinyl plastic wipes clean with damp cloth. Easy to inflate. "TRIGGER" has palomino color. Horse squeaks when head is squeezed. Body 21x12x23 in. high.

49 N 7505—Shipping weight 1 pound 3 ounces.....\$1.79



Happi-Time white Rocking Horse . . . molded contour

Just like a horse from a fairy tale, and his gentle rocking motion is pure comfort. Comfortable molded contour "happy" horse contour body and head. Smooth deluxe finish. Baked-on enamel wipes clean with damp cloth. Red hardwood rockers, blue dowel hand grips. Stationary footrest. Saddle about 12 3/4 in. from ground. About 22 1/2 x 8 1/2 x 22 1/2 inches high overall to top of head. The most popular steed in Toytown.

79 N 75241—Easy to assemble. Shipping weight 11 lbs. \$5.79



Flip it over
It's a playtable

Flip it back
a gentle rocker



2-way Shoo-fly . . . a Rocker or Playtable

Turn the rocker over . . . it's a play table. 1/2-in. plywood sides are high for extra safety. Roomy enough for "wigglers" . . . 12 in. wide, 28 inches long. Gently curved bottom to give young "wigglers" gentle rides. All edges are smoothly rounded . . . no sharp corners. Seat, tray, footrest are 3/4-inch wood. Wider tray on play table side. Rocker is about 16 1/2 inches high. Gaily decorated in red, green, blue, yellow and white. Easy to assemble.

79 N 07517—Shipping weight 6 pounds \$3.95

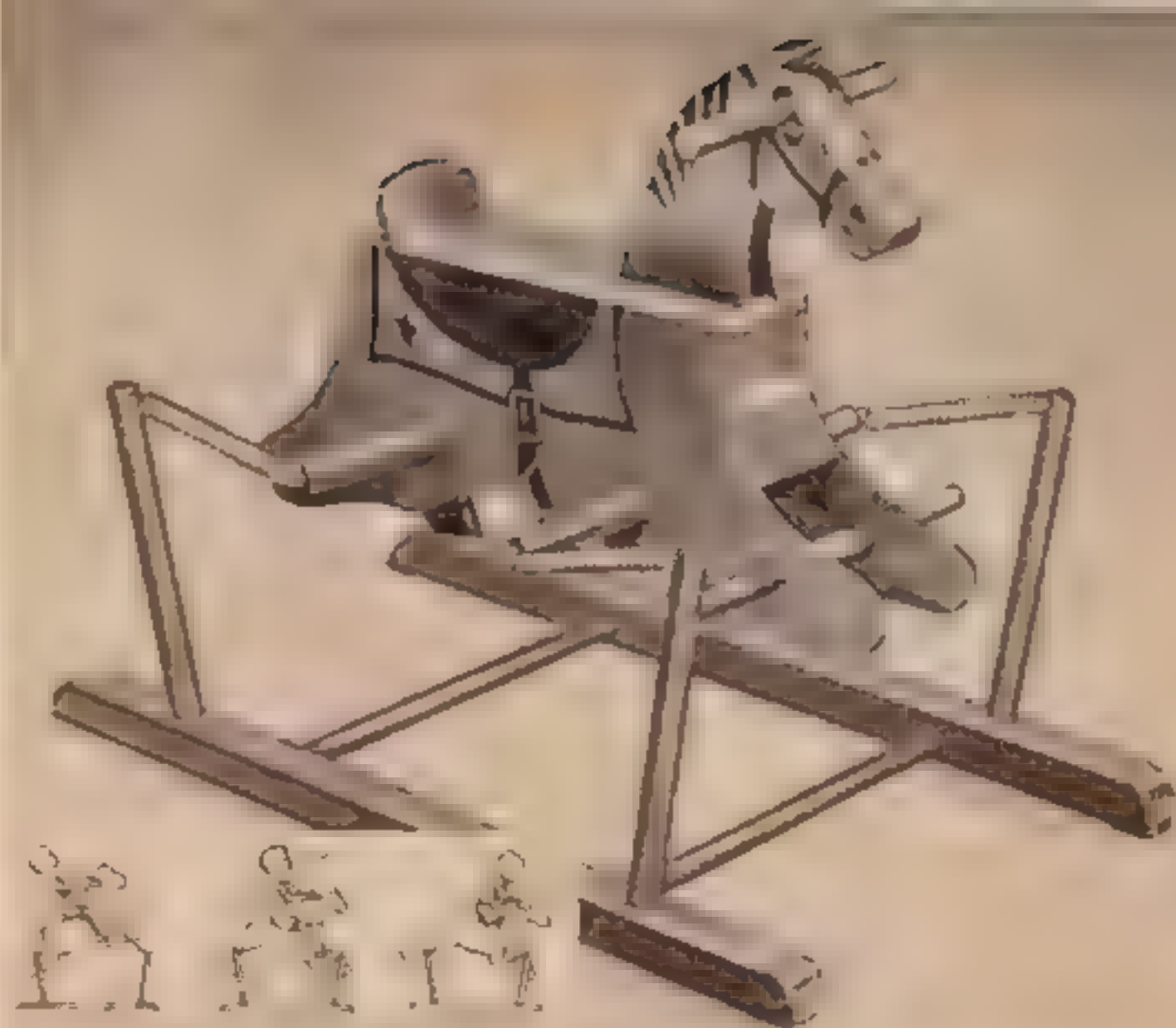


\$11.95

NEW! Trigger, the Roy Rogers Bucking Horse

Western thrills for hard-playing young boys and girls. Trigger bucks, goes forward or backward. Child can quickly change from one motion to another by moving lever on wheels . . . easy to reach. All hardwood construction. Adjustable leather reins. Authentic Trigger head. 12-inch axle; 7 1/4-inch wheels, solid rubber tires. Roy Rogers scene on seat. Length 40 inches. Height 16 inches.

79 N 07507L—Easy to assemble. Shipping weight 11 pounds \$11.95



WONDER HORSE . . . magic spring action All the bounce of a real horseback ride

Here's something really different in hobbyhorse construction—the WONDER horse. Fastened to his 1 1/2 inch base by strong steel springs, he gives all the bouncing action of a real ride on horseback. Youngsters love the thrill of mounting this colorful horse and "galloping along" with grace and rhythm. Sturdily constructed of durable hardwood, finished in bright, flashy enamel (red and black). Painted saddle and features, rounded seat for comfort. Horse suspended from frame by four springs. No sharp edges. Overall height about 30 inches. Easy to assemble, instructions included. Freight or express.

\$15.45

79 N M7513—Shipping weight 25 pounds \$15.45



BIG Plush-covered Swinging Horse

Lucky the youngster who "corrals" this thoroughbred for a ride on Christmas morning. He's a real western-style bronc with flowing mane and tail . . . and a mischievous glint in his eye. Young riders will have no trouble taming him, though; and he likes a tough workout. Carved wood body covered with rich black rayon plush, padded saddle, red bridle, reins, stirrups. Leather ears, bright glass eyes. Swings freely on steel rod hangers mounted on sturdy wood frame. Base of frame 38x17 in. 25 in. to top of saddle, 35 in. to top of head. Freight or express.

79 N M7509—Easy to set up. Shipping weight 40 pounds \$24.89

Bouncy Pony Spring steel body

Fun to ride \$5.69 helps develop young muscles. Heat-treated flexible steel body. Shaped wood seat. May be used indoors as well as outdoors . . . will not injure floors. Adjustable steel footrests for various leg lengths. Wood horse's head at front of seat, with two doweled wood hand grips. Enameled in bright colors. Sturdy wooden stands. 18x16-in. base; overall height about 22 in. Easy to assemble, screws included.

79 N 07518—Wt. 9 lbs. \$5.69



A safe, fun-filled playmate for children 2-5



Poochie in Kennel

Soft rubber doggie squeaks when you squeeze him. Kennel of wood, heavy pressed cardboard. Metal chain fixed to kennel is removable from dog's neck. Dog is 5½ inches high, kennel is 8 inches high. Base 5¼x6 inches. 49 N 4476—Wt. 1 lb. 8 oz. \$1.42



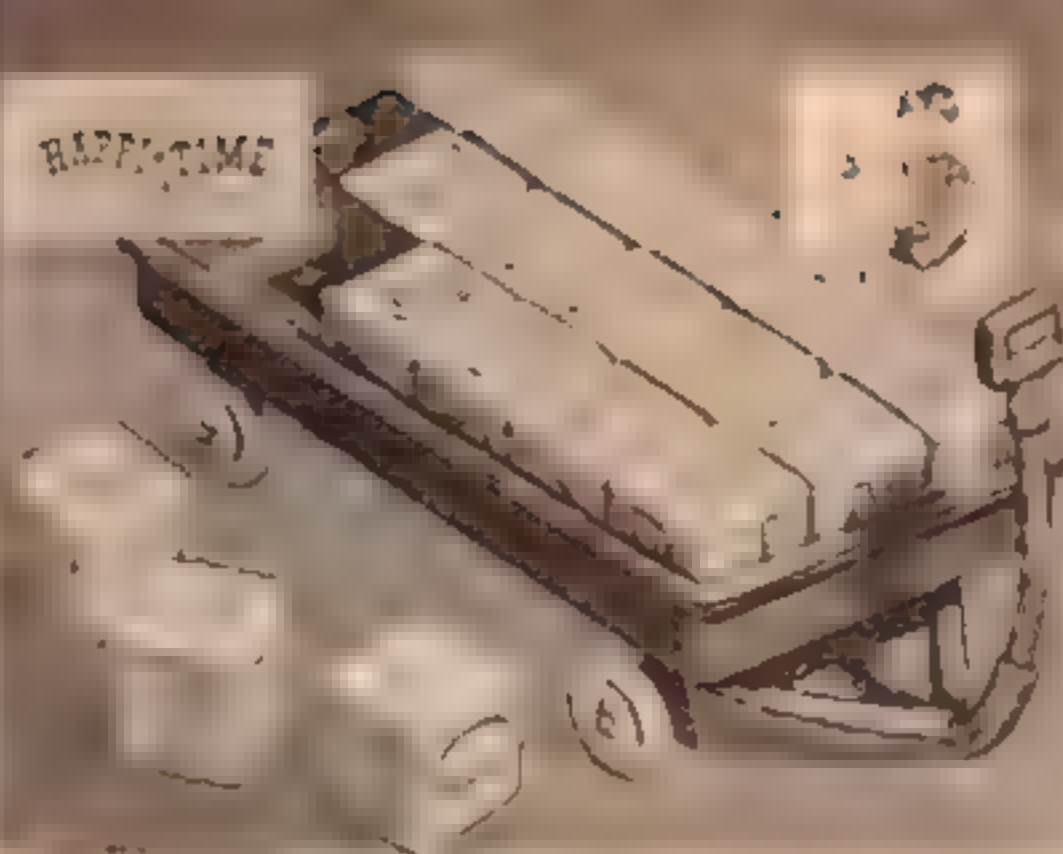
Musical Jack-in-Box

Plays "Pop Goes the Weasel" when cranked. When least expected, up jumps Mr. Jolly Tune, the clown. Plastic head, cotton polka dot suit, hat. Heavy cardboard box, metal reinforced, lithographed fairy tale illustrations. Box 5¼x5¼x5¼ in. 49 N 4567—Wt. 1 lb. 10 oz. \$1.79



Musical Merry-Go-Round

Music, color, action. Small replica of real merry-go-round. Children will love it... turn the handle, music plays; platform with six colored plastic animals revolves. Brightly lithographed metal with exciting carnival pictures. About 7¼x7¼x7 inches. 49 N 5722—Shpg. wt. 1 lb. 8 oz. \$1.79



All-rubber Blocks and Wagon Set

Molded rubber wagon... 18 sponge rubber blocks. Safe, no sharp edges to harm baby or furniture. Easy to clean with soap and water. Watch baby's eyes sparkle when he sees the wagon load of pastel-colored, alphabet picture blocks. Blocks are 1½ inches square. Front wagon wheels swivel for easy steering. Wagon is 12¼ inches long to tip of handle. Order yours today! 49 N 4493—Shipping weight 2 pounds... \$1.98



BIG VARIETY OF
Toys for Tots
ENTERTAINING, SAFE

Inexpensive Toys for Tiny Tots... They Shake, Jingle, Rattle

Suction Rattle

All plastic rattle does somersaults. 89c
Legs are plastic balls on elastic nylon cord. Suction cup attaches to any smooth surface... hit it and it snaps back with a rattle sound for baby's entertainment. 6¾ in. high. Shipping weight 8 oz. 49 N 4545... 89c

"Liz and Diz"

Action-packed all plastic "Liz" has face on radiator. Wheels wobble and pistons go up and down, bell rings as you pull cord. Roly-poly "Diz" is 4½ in. high, is removable; also floats and rattles. Car 6¾ in. long. Shpg. wt. 12 oz. 49 N 5454... \$1.09

Plastic Fish

Transparent fish is partly filled with water. Two aquatic toys float around inside him, amuse baby at bath-time. Impish face on fish is sure to delight any youngster. Fish is about 4½ inches long. Shipping weight 6 oz. 49 N 4421... 69c

Cuddly Dolly

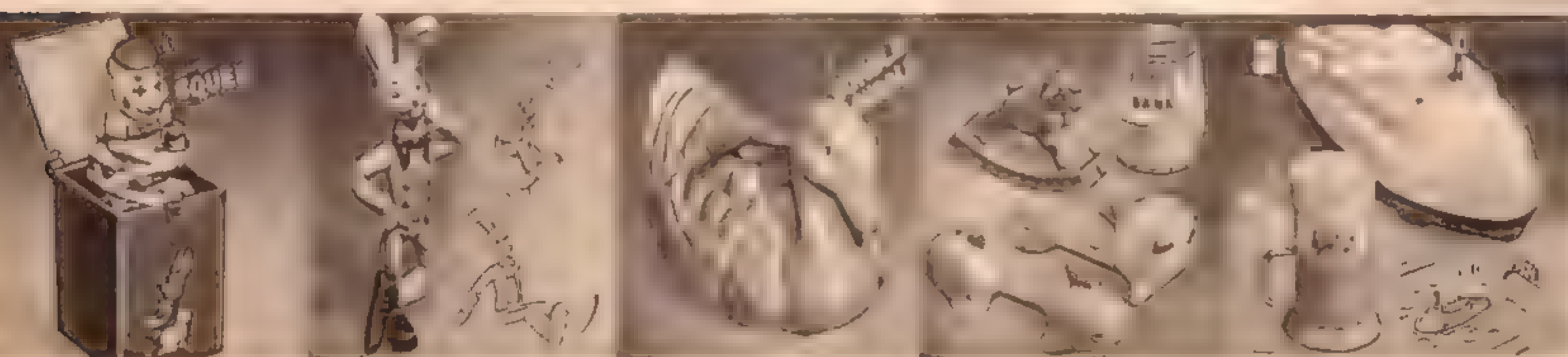
Soft doll rattles when baby shakes her. Cotton-stuffed body is covered with cotton-back rayon plush feels so warm and nice to snuggle. Doll has composition head, is 11¼ inches long. Order now for Christmas. Shpg. wt. 14 oz. 49 N 3546... \$1.49

Roly-poly Clown

Can't keep this jolly fellow down. Baby may knock him down, but he'll bob up every time. He's molded plastic with a brightly colored finish... holds baby's attention for hours. 7½ inches high. Shipping wt. 1 lb. 49 N 4490... 89c

New! Play Pony

Horse's head is covered with plastic material with gaily colored details. Cotton stuffed. Bell. Reins to control horse, plastic-covered spring. Wood clamp attaches to play-pen, chair, etc. 12¾ in. long overall. Shpg. wt. 14 oz. 49 N 4464... \$2.85



New Jack-in-Box

Press button, out pops squealing clown with bell tinkle-linging. Jack wears new plastic material suit. Plastic box with nursery decal. Box 3½ inches high closed. 49 N 4470—Shpg. wt. 10 oz. 84c

New! Bendy Bunny

Concealed wire frame, foam rubber body. The most versatile toy we've seen. Bend this impish bunny into 1001 different positions. Gaily decorated. 16 in. tall. 49 N 4485—Wt. 10 oz. \$1.99

Gurgling Gertie

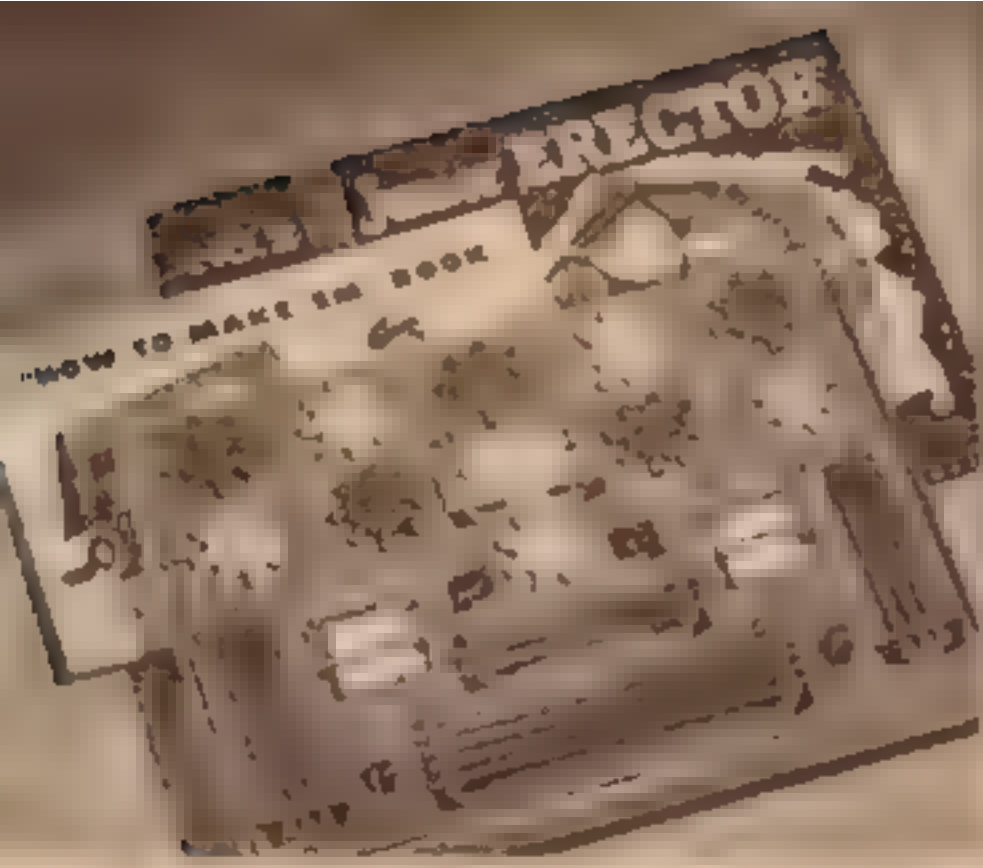
Dunk her head in water, squeeze her soft vinyl plastic body, and listen to her "duck talk." Lots of fun for little tots. Rainbow colors on white. 7 inches long. 49 N 5070—Shpg. wt. 10 oz. 89c

Tots' Plastic Set

Four pastel-colored plastic pieces... easy to clean. Barrel bank 3¼ in. high, slot in top. 4-so. lamb rattles when rocked. Two fish rattles, one with teether tail. 49 N 4561—Shpg. wt. 12 oz. 89c

Useful Toys for Tots

A Soap Marine floats, holds bar of soap. Plastic. 10 in. long. Wt. 12 oz. 49 N 4456—Assorted colors... 75c
B Plastic cup "meows" when squeezed. Remove top to clean. 49 N 4557—5 in. high. Wt. 8 oz. 89c



Junior Erector Set

Educational—for small fry 2-6. It's easy to build ladders, swings, tables, airplanes, many other small models with this set. Non-sagging, colorful plastic parts fit together easily. Complete with tubes, connectors, bearings and locks. Instructions included. Colorful box 13 1/2 x 9 1/2 x 1 1/2 inches. Postpaid.

\$1.95

49 N 2003—(Shpg. wt. 14 oz.)... \$1.95



Carpet Sweeper

Musical carpet sweeper plays "Whistle While You Work"

actually sweeps, is lots of fun. Metal sweeper has rubber bumper and wheel tread. 8x3-in. base. Shpg. wt. 3 lbs.

\$1.82

49 N 1326



Musical Blocks

5 musical nesting blocks 4 trucks revolve as Swiss music box plays in largest block Pyramid 26 1/2 in. high. Shipping weight 1 pound 8 oz.

\$2.72

49 N 4875



Happi-Time Vinyl Plastic Bricks

- Build houses, garages, forts, castles, etc.
- New interlocking bricks look like real ones.
- Won't scratch or mar furniture washable.

\$2.82

240-brick set

Lots of fun for youngsters. Included are cardboard doors, windows and roofs for realistic looking buildings. Brick sizes 1/2 in., 1 in., 1 1/2 in., 2 1/2 in. Also has rubber 4-in. wheelbarrow and 5 1/2-in. truck. Instructions for buildings are included.

49 N 4875—240-brick Set Shipping weight 1 lb. 14 oz. \$2.82

49 N 4866—Same as above except has 160 bricks; wheelbarrow and truck not included. Shipping weight 1 lb. 2 oz. \$1.82



Metal Play Table . . Mallet and Pegs For pre-school toddlers who like to pound

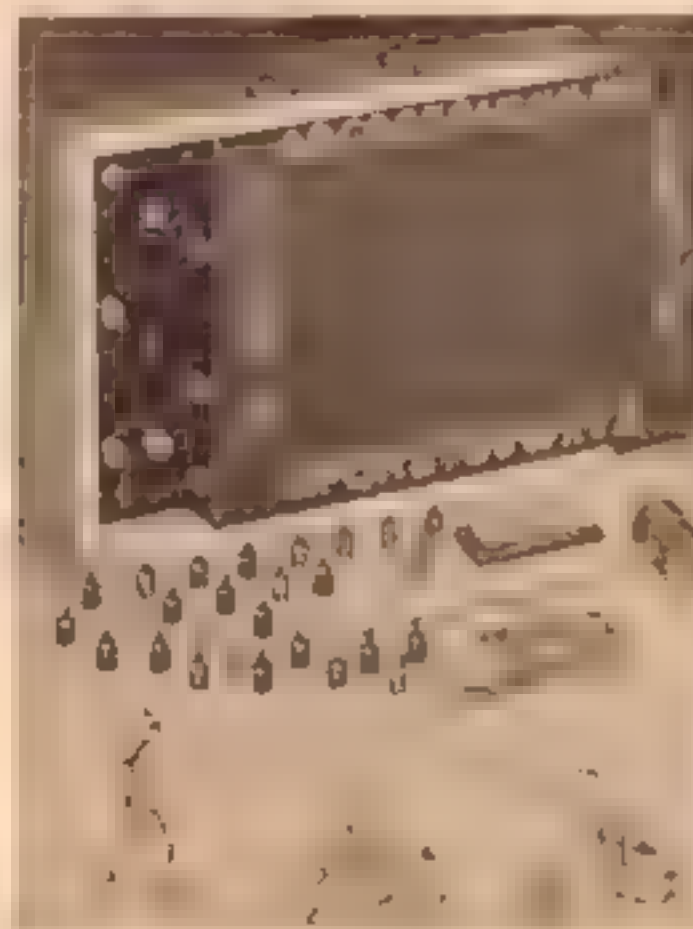
With this table, youngsters can pound and hammer to their heart's content with out damage to the furniture. Sturdy tubular steel understructure. Masonite Plywood peg board. Finished in red and white enamel. Pegs and mallet, nailing board, assorted wood pieces, nails included. Table about 12x16x2 1/4 in. Stands 19 in. high, is about 25 in. long. Comfortable saddle-type seat.

79 N 01947—Shipping weight 7 pounds. Instructions for easy assembly included

ONLY \$3.19

\$3.19

Form all sorts of figures by nailing bright wooden pieces to composition board



New! De Luxe Peg Kit

Hard wood chest with metal carrying handle. Has sliding blackboard on one side punched-out peg board on other. Close blackboard to make storage space for 3 pieces of chalk, eraser, package of colorful enameled pegs, wood mallet included. Overall size 12 1/4 x 9 1/4 x 1 1/4 in.

92c

49 N 1959—Shpg. wt. 2 lbs. 5 oz. 92c

Duffie Bag of Blocks

Fifty scientifically designed blocks and pegs are lots of fun for youngsters educational too. Natural color polished maple . . . assorted shapes and sizes that boys and girls love to build with. A king-size assortment in handy duffie bag to make storing easy. Order for your little "bunder."

\$2.81

49 N 4890—Shpg. wt. 4 lbs. 6 oz. \$2.81



Drop-a-Block 'Phone

For those "personal" calls. Brightly colored wood blocks fit in shaped holes at top of coin box. Release lets blocks drop into return slot. Dial turns, bell tingles. Selected hardwood and Masonite 9 1/4 x 5 1/4 x 4 1/4 in.

\$2.71

49 N 4889—Shpg. wt. 2 lbs. \$2.71



Pyramid Blocks

5 colorful plastic blocks; soft, unbreakable. Washable. Nest into each other. Pyramid 14 in. high. Wt. 1 lb. 4 oz.

89c

49 N 4847 89c

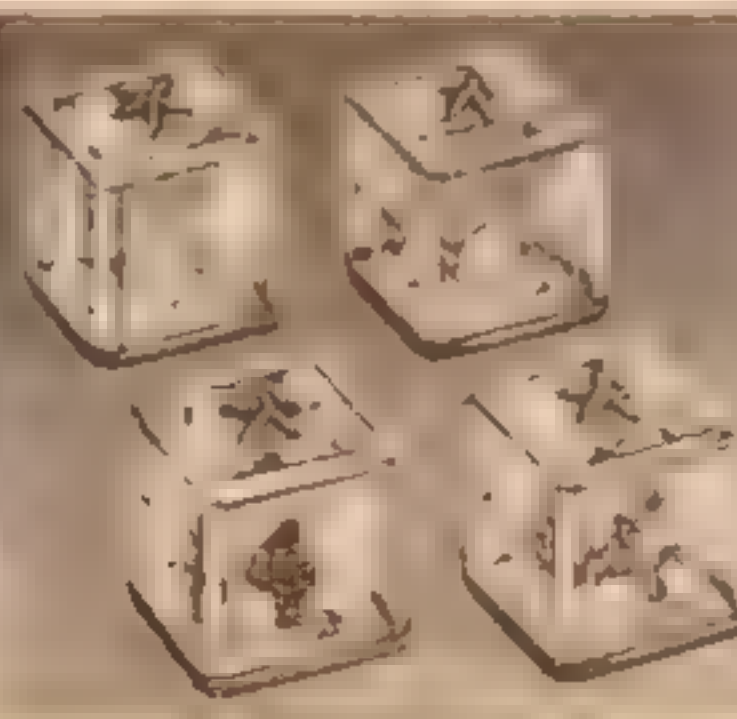


Colorful Beads

Best assortment makes bracelets necklaces. Plastic, metal container 7 1/4 in. diam. loaded with assorted sizes and colors of wood beads.

89c

49 N 4857—Wt. 1 lb. 2 oz. 89c

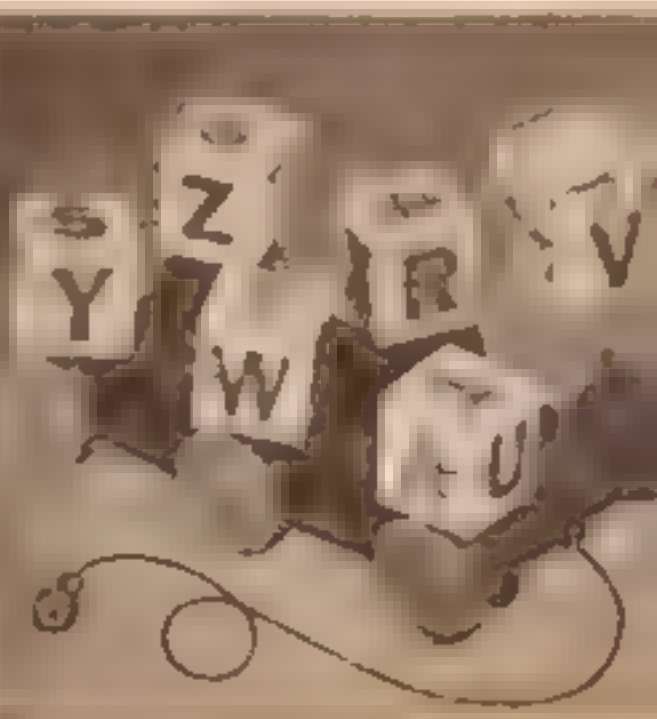


Snow Scene Blocks

Clear plastic with snow scenes inside. Shake blocks, snow falls to make realistic winter scene. Purified water, plastic flakes. Brilliant colors, smooth rounded corners. 4 blocks per set, blocks 2 in. sq.

\$1.21

49 N 4848—Shpg. wt. 1 lb. 12 oz. \$1.21



Whirl-a-Blocks

Round and round they go. Bright 9-in. plastic wagon and blocks that revolve when cart is pulled. Six 1 1/2-in. blocks are removable.

\$1.59

49 N 4819—Wt. 1 lb. \$1.59

Shop early, then relax and enjoy the holidays

• PAGE 219. TOYS



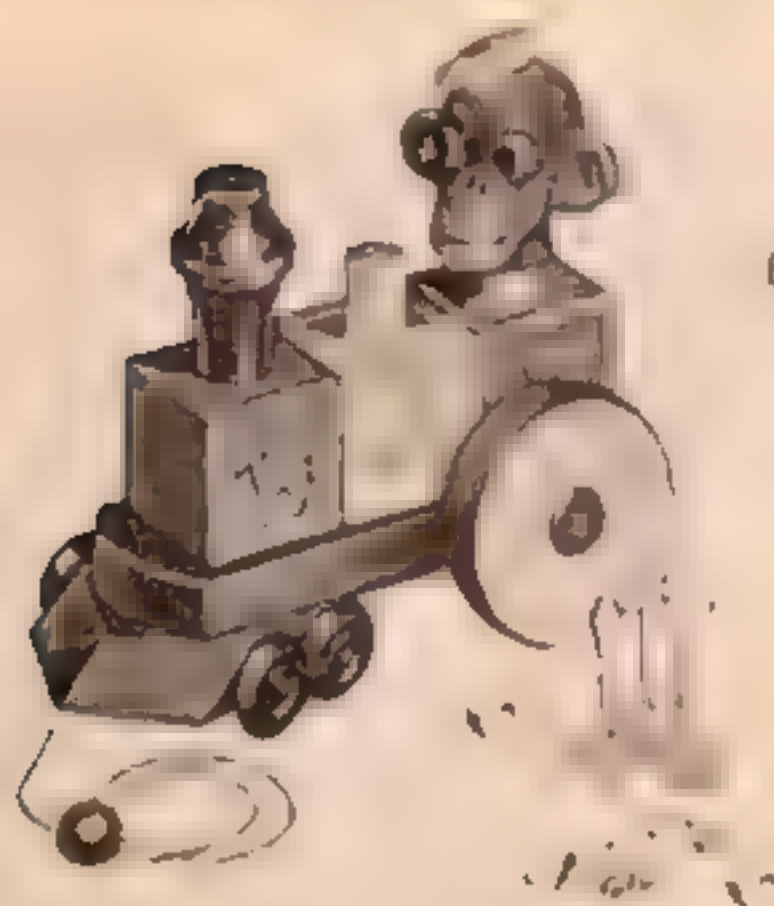
Toy Dial Telephone . . . for "personal" calls

Youngsters delight in having a phone of their very own. They'll keep busy making imaginary calls to all those "far away places." This handsome model is realistic, has merry tinkling bell and dial that clicks. No "operator" or "nickel nuisance" barriers . . . just dial number and bell rings. Lettered, numbered dial has spring-back action. Smooth, gleaming plastic in two colors. Receiver 7½ in. long, base about 4x6 in. Will not chip, washes easily. Can be inexpensively "installed" in your home . . . service starts immediately. 49 N 4852—Shipping weight 1 pound **95c**



Blockettes . . . intriguing, educational

Each block is crystal-clear transparent plastic, contains a bright animal, house or other figure. Grooves in sides for easy building. Fine way to teach tots to identify different objects . . . encourage them to play happily and constructively by themselves. Blocks rattle, too, are lightweight and safe with smooth rounded corners. Clean with damp cloth. The 1½-in. blocks are just the right size for small children to grasp. Set contains 16 blocks with assorted figures, assorted colors. Practical gift for Santa to leave in any youngster's Christmas stocking. 49 N 4849—Shipping weight 1 pound . . . **\$1.09** .Set \$1.09



Foam Rubber Loco

New! Take-a-Part Loco has a monkey at the controls! Large foam rubber blocks, monkey head, giant wheels are detachable, can be moved about. Pegs, base and smokestack of bright wood. Pull-cord. Swivel-mounted front wheels. Foam rubber is soft and safe for even the youngest of engineers to handle. Base 9¾ in. long. 49 N 4881—Shpg. wt. 1 lb. 8 oz. **\$1.99**



Big Lamb

He even talks baa . . . pull the cord, his head goes down, and tail goes up. Release cord and head goes up with a loud "baa" Fascinating chum for any small child, he loves to go strolling on his pull-cord base. Bright plastic. 15 in. high. Shpg. wt. 2 lbs. 12 oz. 49 N 3490 . . . **\$3.68**



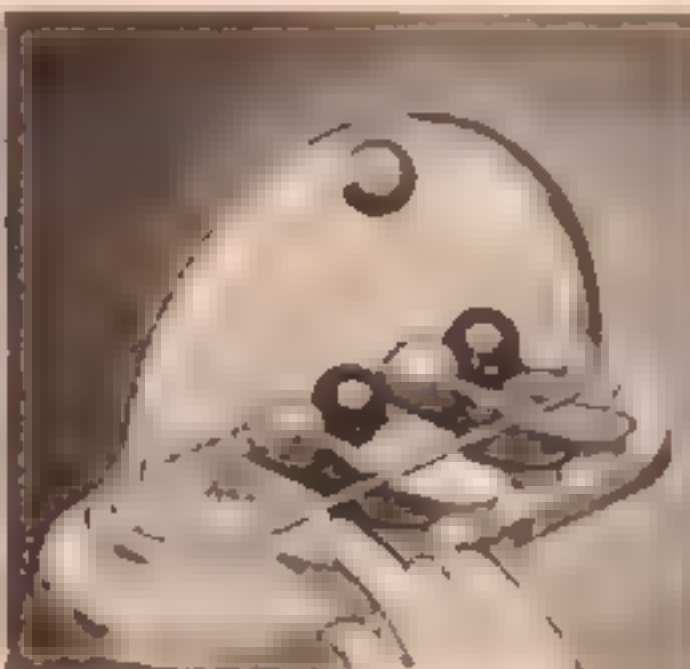
Take-a-Part Train

Animal Train for tots to take apart and re-assemble . . . for countless hours of contented play. Depending on the youngster's mood, it will be a zoo train, a circus train . . . or a regular train for transporting vital materials. 4-piece take-apart locomotive fastens to car which carries 4 removable "wild" animals . . . zebra, bear, giraffe and hippopotamus. Child learns to plan and fit pieces together properly . . . learns to identify different animals. Hard wood with rounded corners for safety. 6¼x2¾x16½ inches. 49 N 4893—Shipping weight 1 pound **\$2.25**



Clever "Bank Balance"

Balance the scales. It's fun, educational. Each of the ten numerals included can be balanced by its numerical equivalents. All plastic with metal arms, pans. Shipping weight 1 pound. 49 N 4878—7½ in. high . . . **\$1.86** 220 . . . SEARS-ROEBUCK N



Amusing Tap-a-Toy

Colorbright game holds tots' attention, teaches them coordination. Trick is to bounce wooden balls inside transparent enclosure to make them match colored keys. Base is about 7¾x3½ inches. Shipping weight 10 ounces. 49 N 4872 . . . **89c**



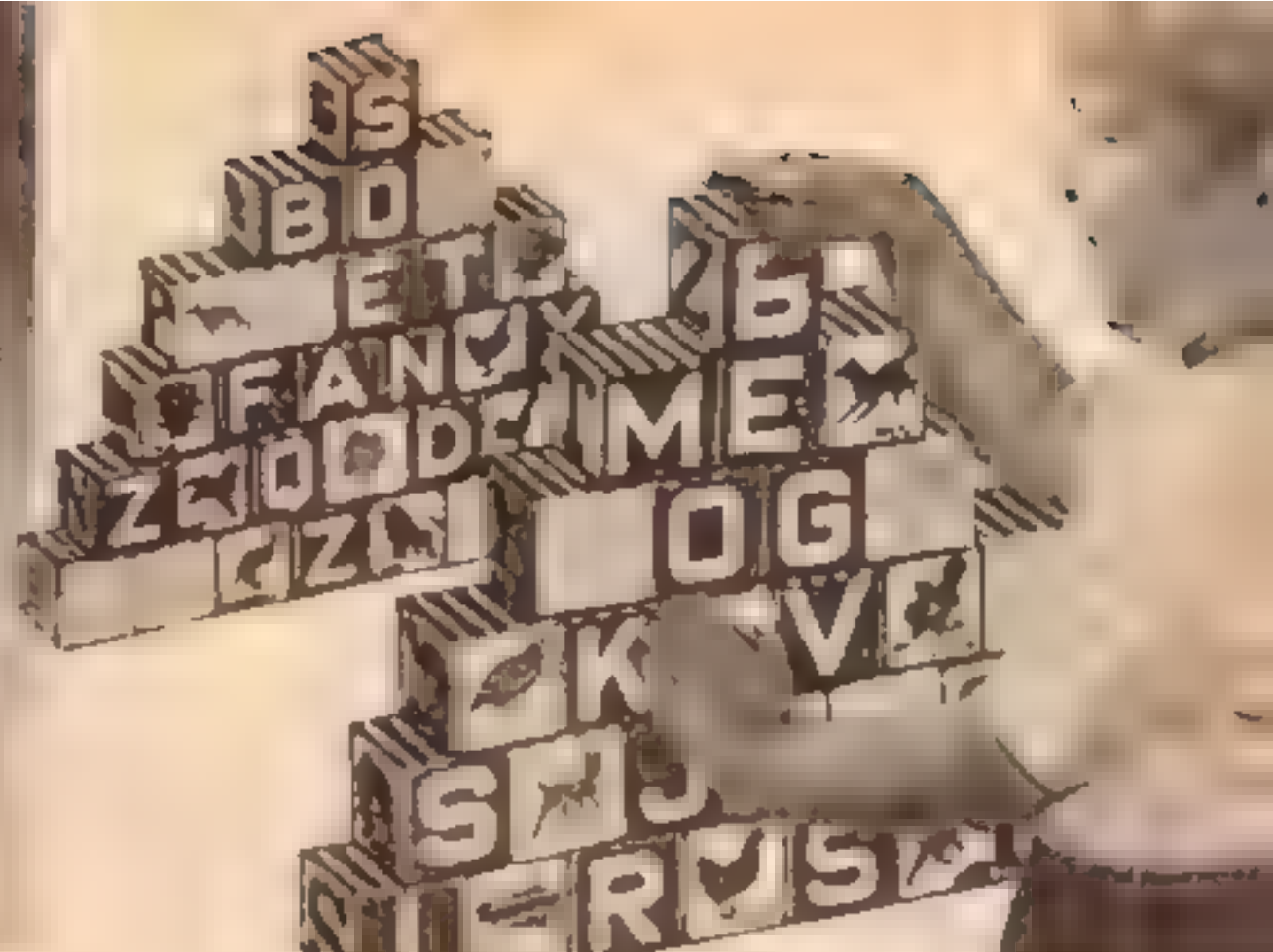
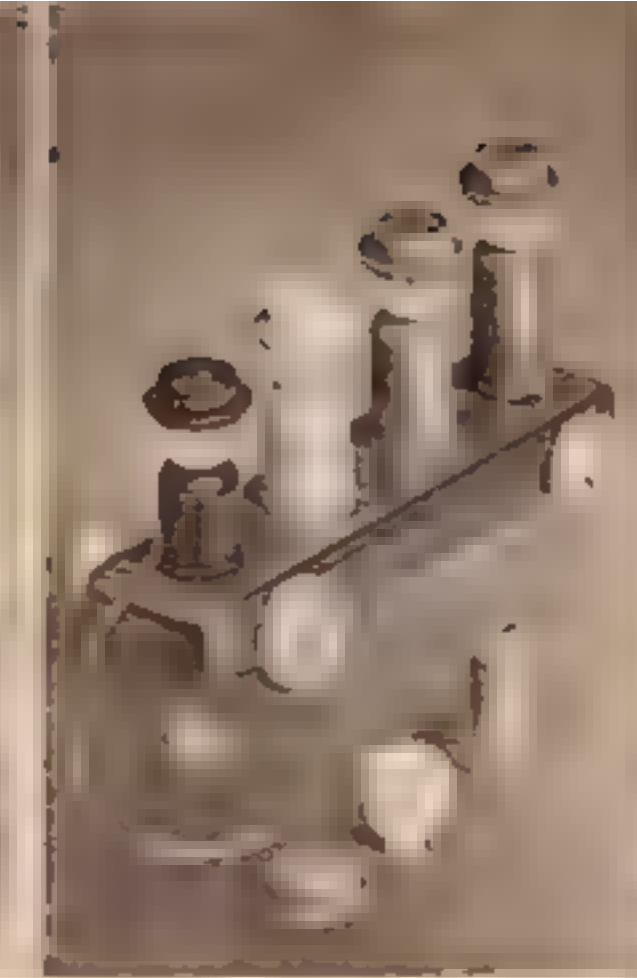
Flip-Flop Peg Board

Children can pound to their hearts' content on the eight bright wooden pegs . . . then just flip the top over and begin again. An eye-catching toy for pre-school age children . . . natural varnished wood. Keeps them busy, contented to "stay put." About 14x6½x5 in. high. 49 N 4901—Shpg. wt. 2 lbs. 6 oz. . . **\$1.85**



Kit for Young Carpenters

Great for youngsters who like to take things apart and put them back together again. Wrench and screwdriver fit the large bright screws and bolts. Energetic little carpenters will spend many happy hours with this set . . . they can pound pegs through holes in side with mallet. Box of sturdy, well-finished hardwood. About 11x6½ in. overall. 49 N 4809—Shpg. wt. 2 lbs. 2 oz. . . **\$2.63**



Children learn as they play . . . with NEW PLASTIC Pre-School Toys

Bright Five piece Play Set includes a Hammer Board with three wood pegs, mallet; Match-a-Peg with six different shaped pegs; Whirly Blox Cart with two detachable blocks that whirl as pulled; Take-a-Part Sailors in Boat; Eight Pyramided Nesting Beakers, 10 $\frac{1}{2}$ inches high (others in proportion)

49 N 4808—Shipping wt. 1 lb. 8 oz. \$2.99

Take-a-Part Sailor Cart provides endless amusement. Snap it, love to take apart and re-assemble heads, hats, bodies of 4 var-colored sailors. 1 on 10 $\frac{1}{2}$ inch plastic base. Shipping weight 14 ounces.

49 N 4876 \$1.59

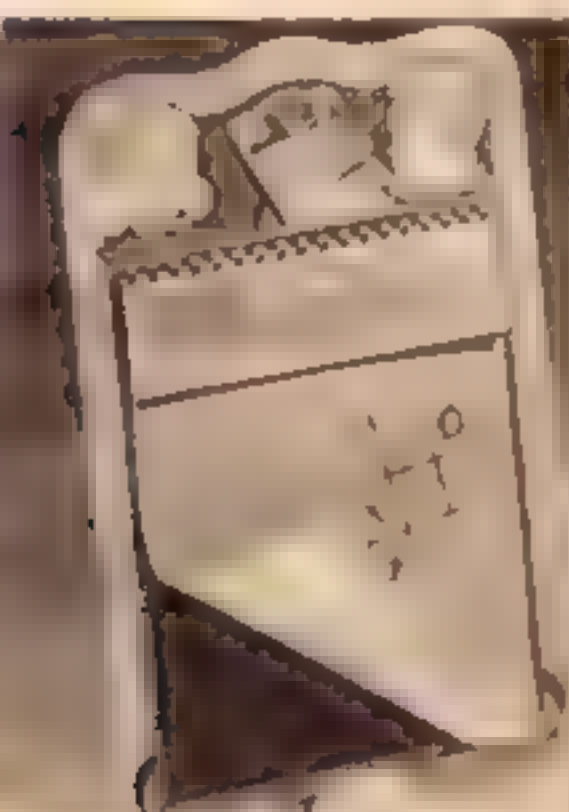
Pail of Blocks. Child learns to identify various geometric shapes. Cutouts in lid fit the 6 pegs of varied forms as cube, triangle, etc. 6-inch diameter. Metal base. Shipping weight 1 pound 4 ounces.

49 N 4877 \$1.59

Blocks stimulate creative talent

Reduced to \$1.75 Let your child learn to build with fascinating and educational Russian Hilo blocks. Each has pictures of numbers and letters of the alphabet on sides which child soon learns to recognize. Blocks are wood with smooth edges. Shipping weight 2 lbs. 12 oz. \$1.75

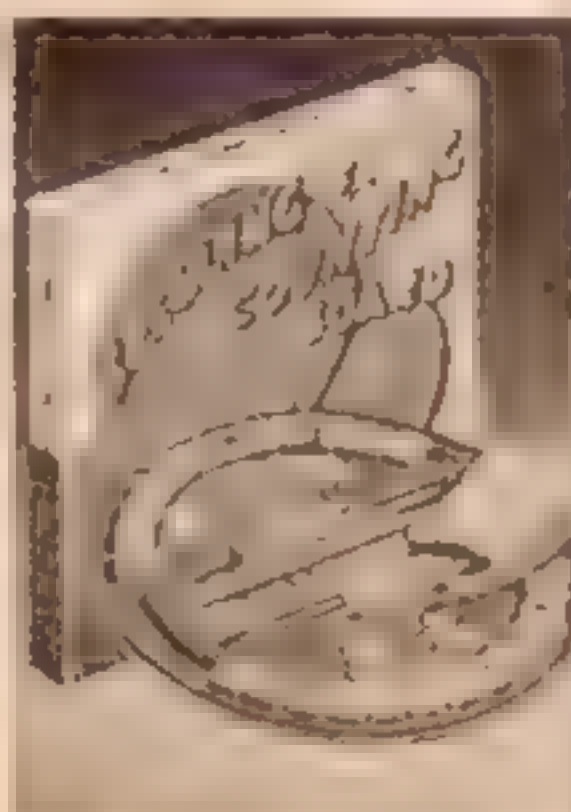
Reduced to 89c



Magic Slate for "scribblers"

For the toddling author or artist who likes to write, draw or just scribble. Colorful design, table-top size with easel. Use over and over just lift film to remove writing or scribbles. Magic writing stylus included. About 11 $\frac{1}{2}$ x17 in. Shipping weight 1 lb. 8 oz.

49 N 1948 89c



Helps children spell, count

Spelling and counting board teaches children that learning can be fun. Colorful 10-inch plastic board has movable wood inserts with printed letters and numbers. Slide inserts around board and into center slots to form words and numbers. Shipping weight 9 ounces.

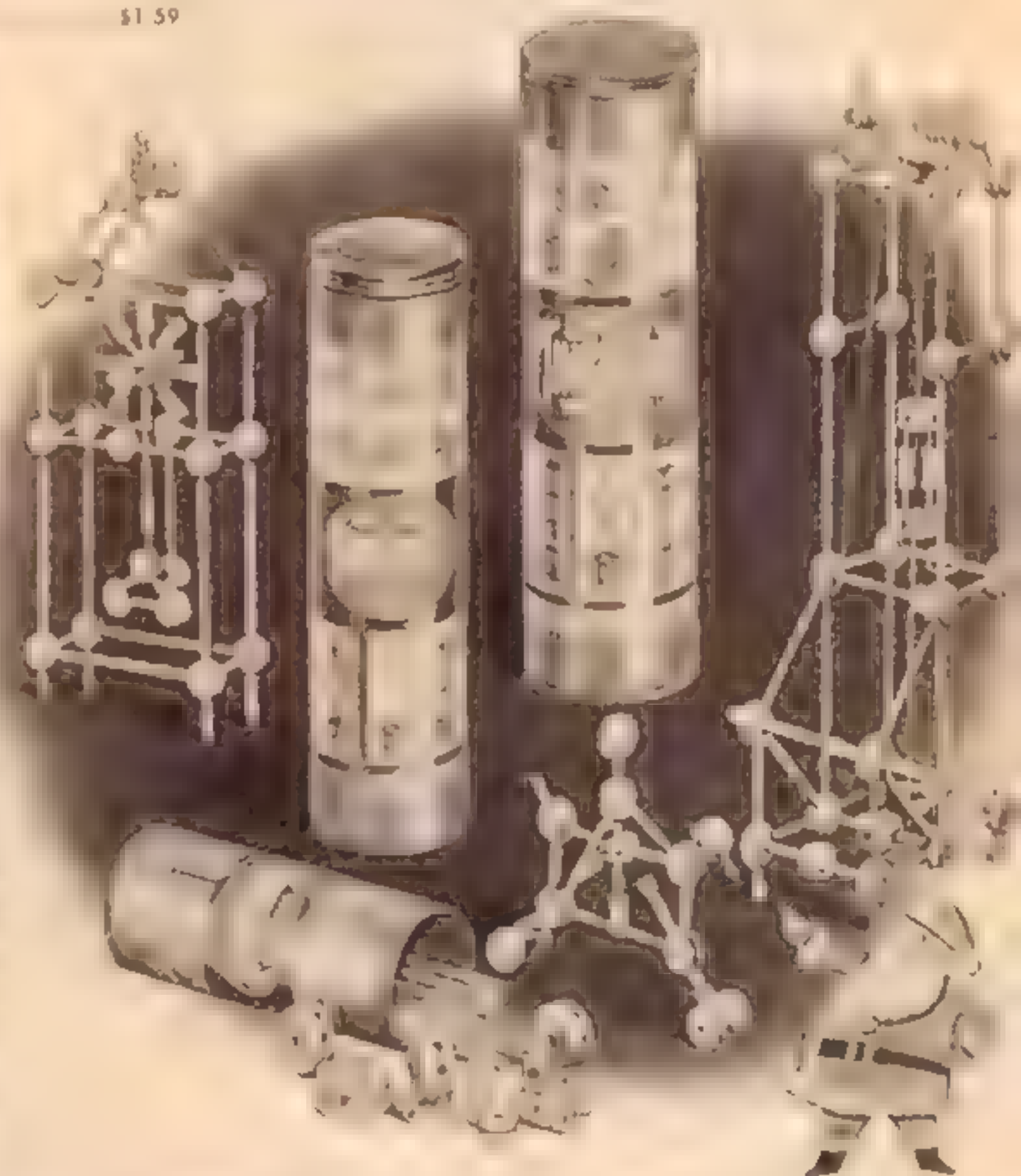
49 N 1845 89c



Bell-ringer for toddlers

Wood pegs go in metal bands at top. When pulled with mallet, peg drops through and rings the bell. Game for tots. Shipping weight 1 lb. 5 oz.

49 N 4874 87c



Build your own toys with Tinkertoys!

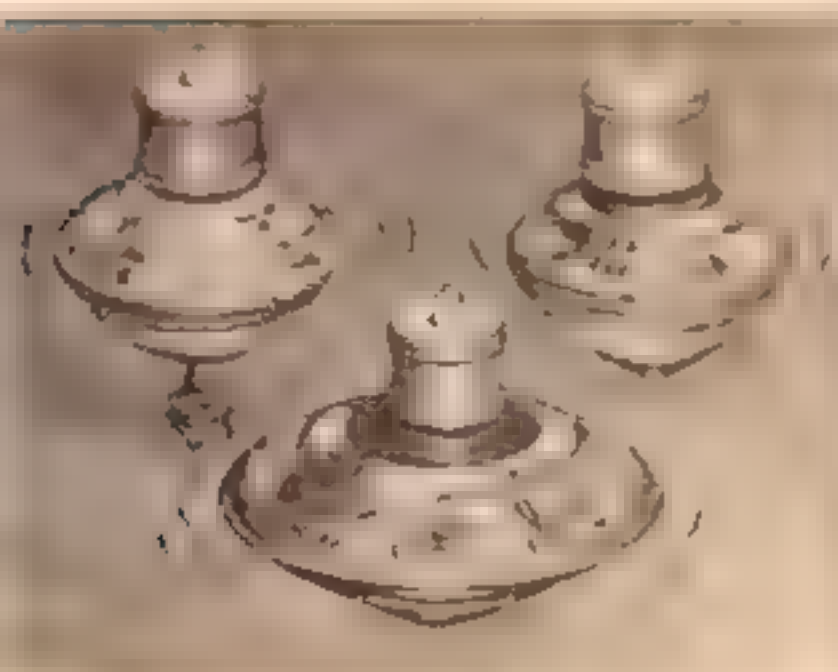
- A wonderful all year around toy keeps children busy
- Helps develop imagination and originality in children of all ages . . . from pre-kindergarten through grammar school
- Pieces fit together without bolts, screws, hammer . . . are easily dismantled when play is over for the day

Imagine building a windmill that actually moves! . . . a house or entire little village. Build cars, planes, horses . . . a child can build hundreds of models with Tinkertoys . . . constantly dream up new ideas for assembly

Made of smoothly tapered birch, the pieces go together simply, easily just insert rods into holes in joining pieces . . . fit snugly, but are easily dismantled to be used over and over again for an endless array of excitingly different models. In fiberboard tubes. Direction sheet included

The larger the set, the greater the variety of pieces and the more elaborate the models that can be constructed. Windlass drive, in the three larger sets, supplies operating power to each model by means of a hand crank

- 49 N 2036—Wonder Builder, 100 pieces for simple, basic construction. Makes construction models, cars, planes, horses, etc. Shipping weight 1 lb. 4 oz. \$1.06
- 49 N 2037—Special, 130 pieces to make more and varied designs. Windlass drive included. Shipping weight 1 pound 10 ounces. \$1.49
- 49 N 2038—Senior, 164 pieces with special pieces and more standard parts to construct more complex models. Windlass drive. Shpg. wt. 2 lbs. \$1.92
- 49 N 2039—De Luxe, 202 pieces the most complete set for advanced, elaborate construction. Windlass drive. Shpg. wt. 4 lbs. 10 oz. \$2.39



Tops . . . all-time favorites

Round and round they go . . . forever fascinating. Children marvel at the bright whirling colors, the swift spinning action of these lively tops. Set of 3 includes: hop-a-long 3-inch bouncing top; 3-inch mechanical humming top; 5-inch song spinner top. All lithographed metal.

49 N 2502—Shpg. wt. 1 lb. Set of three 77c



Circus Clowns-Animals Set

How these clowns and animals love to perform and balance to music. Interlock to form all sorts of arrangements. Stand on flat surfaces. All of bright color durable plastic, finely detailed. 8 clowns, 2 $\frac{3}{4}$ in. high, 12 assorted animals, in proportion to clowns

49 N 4862—Shpg. wt. 12 oz. Set of 20 92c



Fully jointed GROWLING Teddy Bear

New Low Price. This roguish-looking fellow actually GROWLS. He'll assume about any pose imaginable. His arms and legs are fully jointed and his head turns. A faithful companion, he'll go anywhere and everywhere with your youngster... share his naps and playtime hours. His perky, friendly face has sparkling eyes and a plastic nose that looks almost real enough to twitch. Brown, cotton-back rayon plush coat, soft cotton stuffed. In fact, he's altogether a most huggable, lovable animal.

Was \$3.83
\$2.98
13 1/2 inch

49 N 4352—About 13 1/2 in. Shpg. wt. 1 lb. 4 oz. Was \$3.83. Now only \$2.98
49 N 4353—About 18 in. Shpg. wt. 1 lb. 12 oz. Was \$4.84. Now only \$4.93



Realistic, soft vinyl-nose Bear and Panda

Two-tone Money Bear with soft vinyl plastic nose, so life-like he'll take rough treatment and never complain. His bright eyes are safely anchored. Cotton-back rayon plush coat in two-tone brown. Cotton stuffed. This year all sizes have shaped feet to make them more realistic than ever. Shipping weights: 1 lb.; 1 lb. 3 oz.; and 3 lbs.
49 N 4347—About 12 inches \$1.98
49 N 4348—About 15 inches 2.83
49 N 4349—About 19 1/2 inches 4.77

Panda has squealer voice in tail. A cuddly toy made to be hugged. His soft vinyl plastic nose and big black safely anchored eyes make him completely irresistible. Coat of cotton-back rayon plush has panda markings. Cotton stuffed. The kind of toy that becomes more lovable with wear. A most congenial companion for any small child. This year all sizes have shaped feet. Shipping weights: 1 lb. 4 oz.; and 1 lb. 12 oz.
49 N 4380—About 12 inches \$2.15
49 N 4381—About 15 inches 2.92

Miniature Kitty

Fluffy handful of beauty, cuddled up begging for affection. Cotton-back rayon plush, stuffed with soft cotton. Glassene eyes are sewn in, yarn nose, waxy felt tongue, perky whiskers. About 6 inches long.
49 N 4023—Shpg. wt. 6 oz. \$1.37



Plush Animals, plastic fabric Animals... for little tots' nap and playtime

A) Popular-priced Panda Cotton-back rayon plush coat, cotton stuffed. Shiny eyes, plastic nose, yarn mouth, big rayon ribbon. White and black Panda markings. Who could ever resist him? He'll make a wonderful pet for your youngster. 12 inches tall.
49 N 4360—Shpg. wt. 1 lb. \$1.87

B) New washable plastic fabric Puppy—looks eager for a playmate. Plastic covering on cotton-stuffed body. He's well-trained, too—snap his heels together and he'll sit up. Soft plastic mask face, comical floppy ears, bell on cap. Clean with damp cloth. 10 1/2 in. high.
49 N 4018—Shpg. wt. 8 oz. 98c

C) New Washable Horse is dashing indeed. Coat of contrasting plastic fabric, plain and plumed, for a very realistic look. Painted features. Plastic "saddle," bell at neck. Firmly stuffed with cotton. Clean with damp cloth. 8 1/2 inches high.
49 N 4035—Shpg. wt. 8 oz. \$1.57

D) Musical Bear has imported Swiss music box in his cotton-stuffed middle. Wind key in back, he'll play a lullaby to little sleepy heads. Two-tone cotton-back rayon plush, bright eyes, plastic nose. About 12 inches tall. Shipping weight 1 pound.
49 N 4384 \$4.77

E) New Vinyl plastic head Kitty. Soft, flexible head, excellent detail. Expressive, glassene eyes. Two-tone cotton-back rayon plush body, stuffed with cotton. A kitty even will cherish. About 9 1/2 inches high.
49 N 4051—Shpg. wt. 12 oz. \$2.83

F) New Twisty Poodle loves to perform... takes 1001 poses... he has a wire frame body. Two-tone coat of cotton-back rayon plush. Safely anchored glassene eyes, plastic nose, neck ribbon. Cotton stuffed, 11 in. high.
49 N 4050—Shpg. wt. 12 oz. \$2.83





Our finest quality plush-coated Pets

A Gold-color jointed bear with squeaker voice. 13½ in. has a soft coat of cotton-back rayon plush. He has a friendly face with bright, shiny eyes, felt nose and yarn mouth. Cotton-stuffed, fully jointed.

49 N 4321 13½ in. high. Shpg. wt. 1 lb. 8 oz. **\$2.99**

49 N 4322—16 in. high. Shpg. wt. 1 lb. 14 oz. **3.99**

B "Mohair" Kitten. **\$2.87**

An adorably soft little kitty with bright eyes and a *squeaking* voice that endears her to children. Fluffy, mohair plush, stuffed with cotton. Realistic whiskers, ribbon bow. 11½ inches tall. Shipping weight 1 lb.

49 N 4015 . . . **\$2.87**

C Sleepy-head Pup. **\$2.79**

Makes naps more at playtime happier. Cuddly as a real live puppy. Soft and fluffy cotton-back rayon plush. Cotton stuffed. Felt nose, eyes and tongue. About 12 inches long.

49 N 4066 . . . **\$2.79**



PLUSH HORSE

\$8.65

... fun to ride ... easy to steer

Same price as last year's non-steering horse. He holds up to 100 pounds, takes plenty of punishment. Mounted on strong steel frame with rubber-tired steel disc wheels. Handsome, indeed... with his two-tone plush coat, long flowing mane and tail. And he's ever so good-natured, easy to handle. Stands up even under long days with hard-riding young cowpokes. Guide him in any direction... to the left, right, round in circles by turning the shaped wooden handle. Cotton-back rayon plush coat, firmly stuffed with cotton and excellent. Bright plastic bridle, harness, reins and saddle. Sparkling eyes, Metal stirrups. Height from saddle to floor, 14 inches. Easy to assemble. 19x9½x11 inches high.

49 N 04096 Shipping weight 9 pounds.

\$8.65



Frisky Circus Monkey

Cuts capers... legs, arms, tail bend to any position. Cotton-backed rayon plush. Cotton stuffed. Colorful felt jacket and cap. Smiling face. Felt hands and feet.

49 N 4040—15 in. long. Shpg. wt. 1 lb. **\$3.69**



Buddy Bearkins

Happy twosome with lustrous pastel coats of cotton-back rayon plush. Extra soft cotton stuffing. Big Brother has vinyl face, molded features. 15½ in. tall. Holds 5½-in. Little Brother.

49 N 4090—Shpg. wt. 1 lb. 8 oz. **\$4.79**



Sleeping-eye Bear

Sparkling eyes close when he lays down to sleep—open when you pick him up! This mischievous little bear has a soft vinyl plastic face. Two-tone pastel coat of cotton-back rayon plush. Cotton stuffed. About 13½ in. long.

49 N 4068—Shipping weight 1 lb. **\$3.69**

Fuzzy Lamb

New Snowy white Lamb with soft vinyl plastic face, black button eyes sewn in. Coat is cotton-back rayon plush, ribbon with bell. Cotton-stuffed. 9½ in. tall.

49 N 4037—Shpg. wt. 1 lb. **\$1.92**



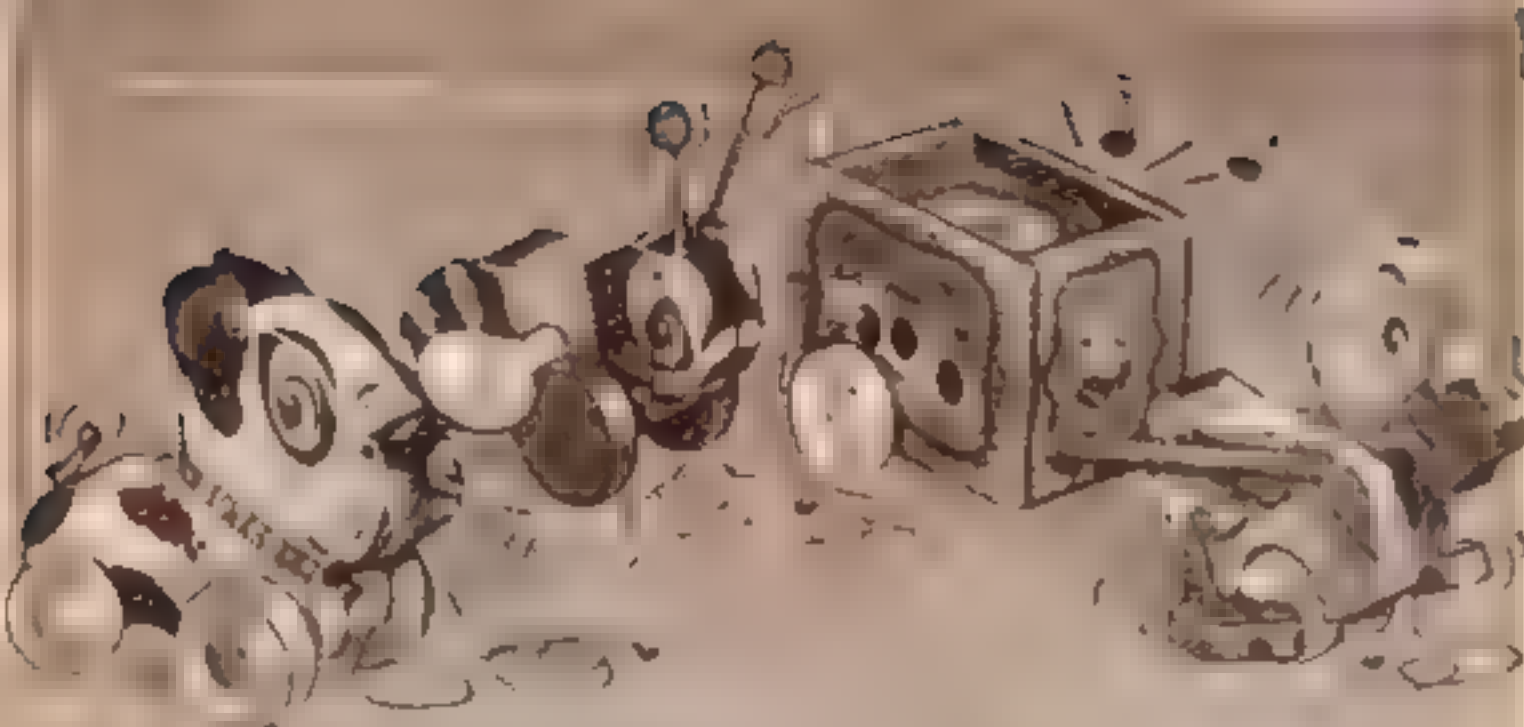
Zipper pocket in back of large size.

Soft as a whisper... adorable Sleepy-head Doll

She's a real sweetheart for lullaby-time... with and without... she just begs to be cuddled. Her delightfully smooth vinyl face will capture your heart... and she'll be baby's favorite play and crib companion. Kitten-smooth, cotton-back rayon plush in pastel colors, stuffed with cotton. Rosy face of easy-to-clean plastic, painted features. Cotton yarn ringlets.

Deluxe 17-inch Sleepy-head has zipper pocket in back to hold trinkets. **\$4.79**

Sleepy-head Doll, same as above, but without pocket, 15 inches tall. **\$2.79**

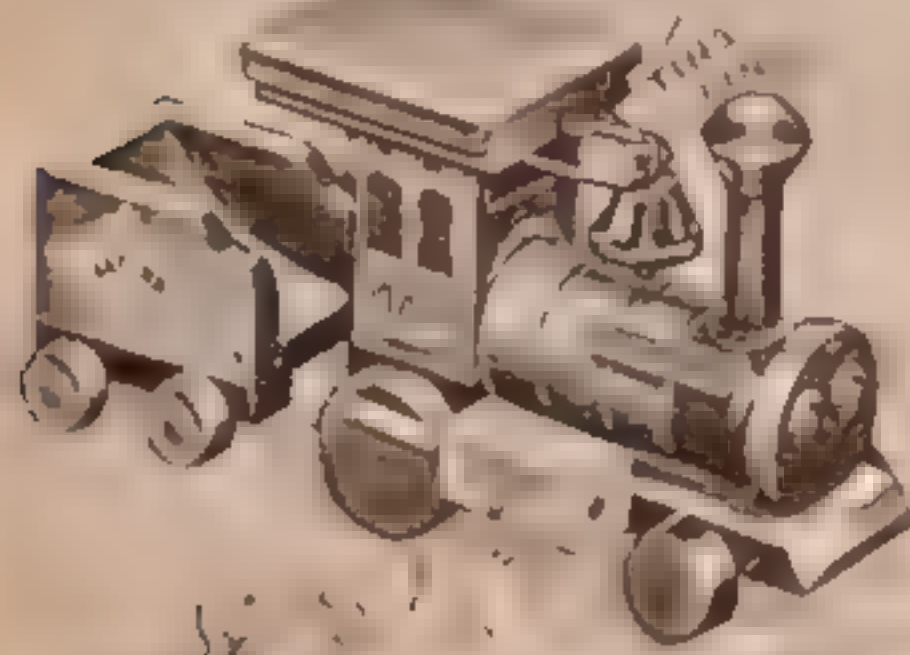


NEW! Big Combination

Buzzy Bee and 6¼-inch Butch the Pup. 6-in. bee "buzz-buzzes," has whirling plastic wings; quivering antennae. Lithographed wood. Butch has solid wood body, wagging plastic tail, felt ears. 49 N 5438—Wt. 1 lb. 4 oz. Both, \$1.06

New! Musical Duck

"Flip flop" go the little webbed feet as musical sounds come from the colorful music box rolling behind. Head turns. Colorfully lithographed wood, plastic legs and feet. 12¼ in. long. 49 N 5456—Shpg. wt. 1 lb. \$1.83



Looky Chug Chug

\$2.29 Chug-Chugging engine makes "choochoo" noise. Piston rods go in, out of moving cylinders. Eyes on boiler roll. Metal bell. Brightly lithographed wood, 14 inches long. Shpg. wt. 2 lbs. 6 oz. 49 N 5475 \$2.29



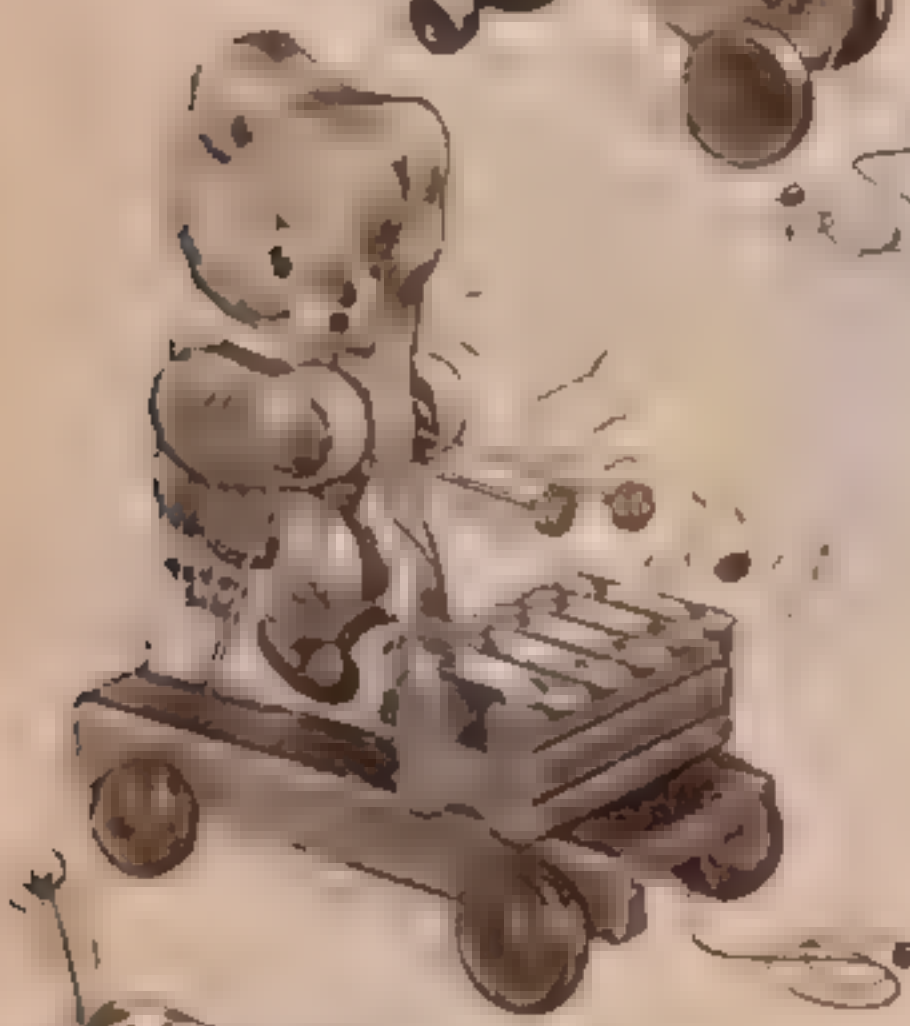
Raring Rowboat

98c Jolly sailor actually rows as boat is pulled. Pennant bobs to and fro on spring mast. Bright nautical lithographed solid wood boat; durable hardwood figure. 7¾ in. long. Easy rolling wheels. Shpg. wt. 1 lb. 49 N 5436 98c



Quacky Family

\$1.08 Entire family of adorable little ducks. Mama duck quacks to her family of little ones waddling behind her. Enameled wood with plastic beaks. Family of four is 13 inches long. Shpg. wt. 1 lb. 49 N 5430..... \$1.08



Teddy Xylophone

\$1.72 Teddy beats out a merry tune as he pounds on the metal keys with his wood mallets. The faster he's pulled, the faster he plays. Enameled wood wheels, base; nicked keys. 10½ in. high. Shpg. wt. 2 lbs. 4 oz. 49 N 5455..... \$1.72



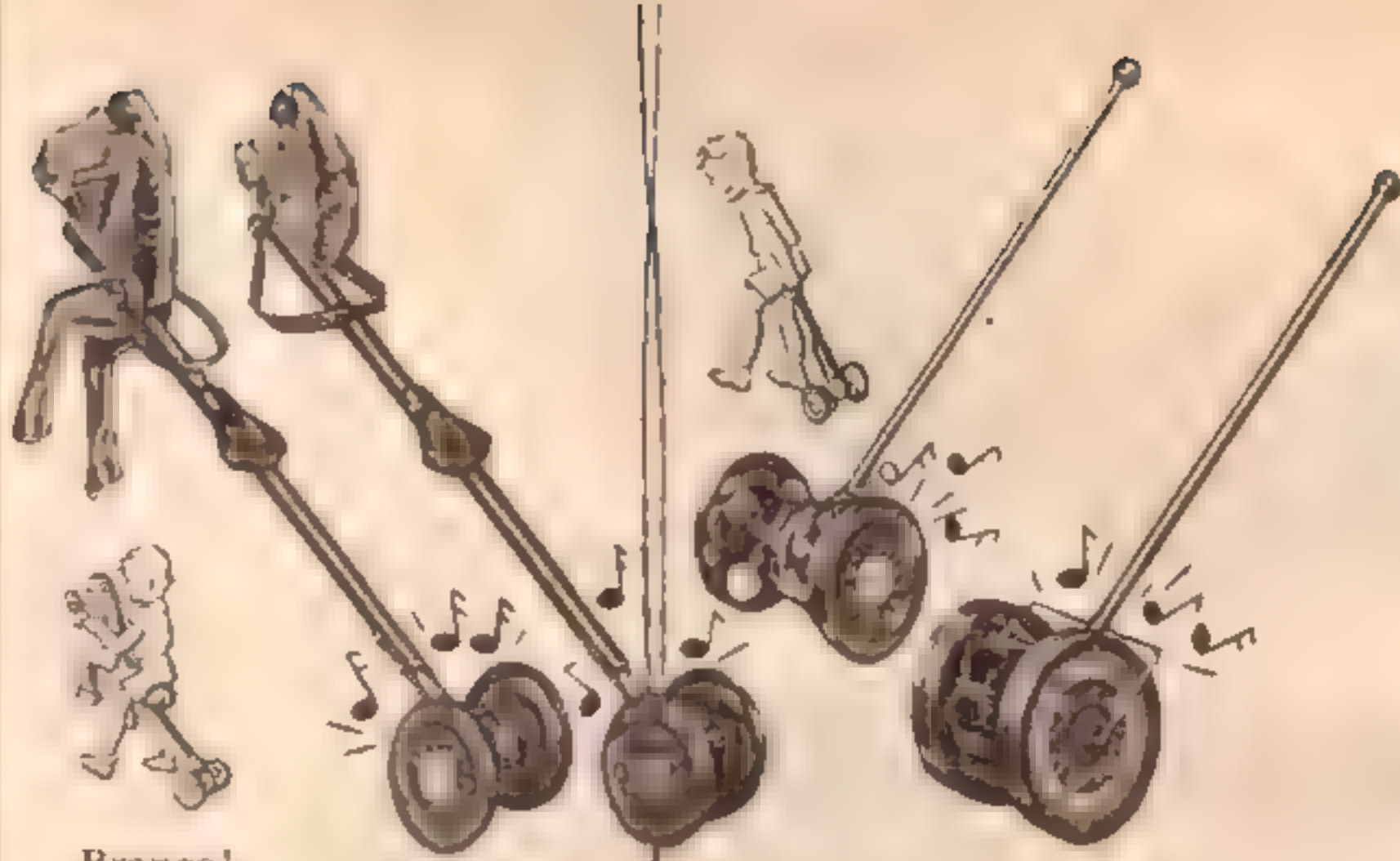
Snoopy Sniffer

\$2.29 He "woofs" loudly as he swaggers along with his funny walk. His spring tail wags happily. Durable solid wood body, rubber paws, cloth ears. Tots' best friend. 16½ in. long. Wt. 2 lbs. 6 oz. 49 N 5447..... \$2.29



Big Pull Train

\$1.82 Lithographed metal, 35 in. long. 2 sections. Bell clangs as diesel train is pulled. Easy rolling wheels. Shpg. wt. 3 lbs. 2 oz. 49 N 5496 \$1.82



Bronco!

Wt. 1 lb. 4 oz. \$1.85
Lithographed metal, 12 in. long. 49 N 5459 \$1.85

Stick Horse

Wt. 1 lb. 4 oz. 98c
Metal, 12 in. long. 49 N 5467 . 98c

Push Toy

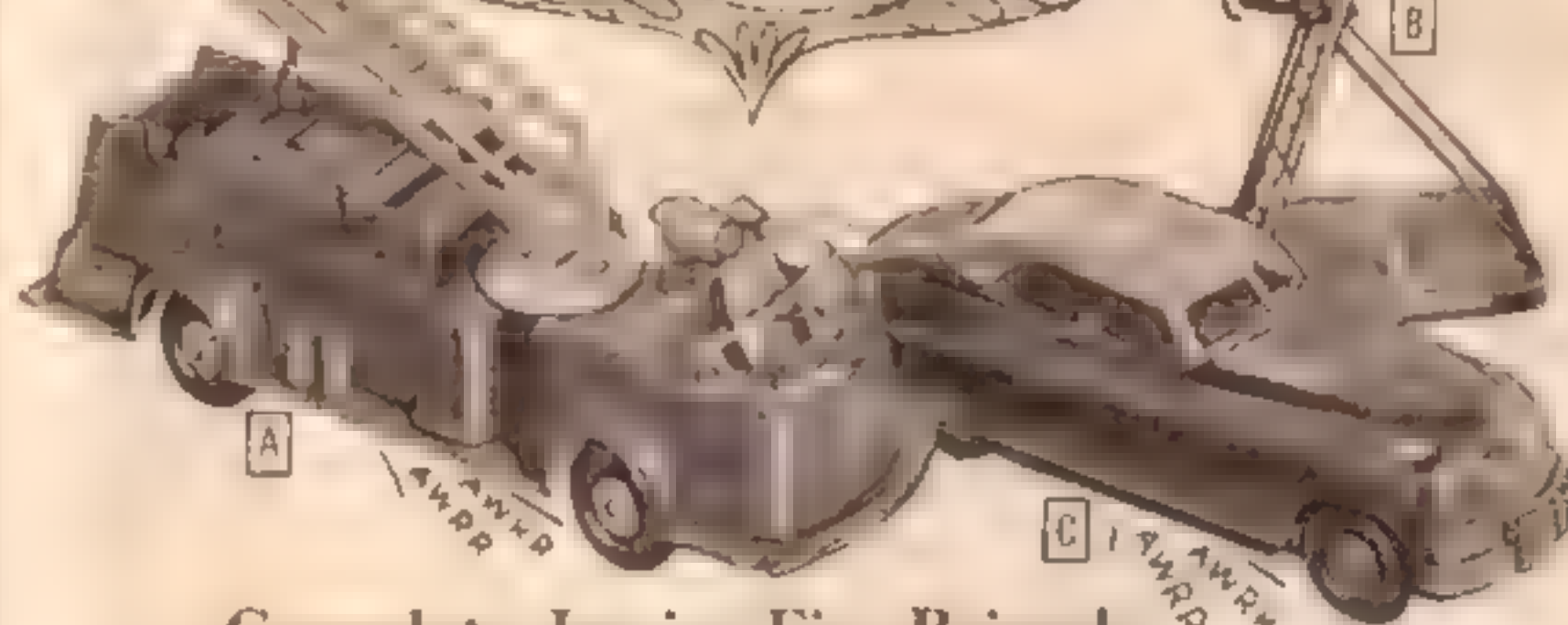
89c
The metal wheels chime, wood balls spin. 2-piece wood handle. Bright colors. 23 inches long. Shpg. wt. 1 lb. 12 oz. 49 N 5472 89c

7-chime Toy

Wt. 1 lb. 8 oz. \$2.29
Plays "Merrily We Roll Along" Colorful wood handle. Metal wheels. 26½ in. long. Shipping wt. 1 lb. 8 oz. 49 N 5431..... \$2.29



FUN-PACKED GIFTS OF Action Toys FOR WIDE-EYED GIRLS AND BOYS



Complete Junior Fire Brigade

A Fire Engine with Siren and Flasher \$2.98

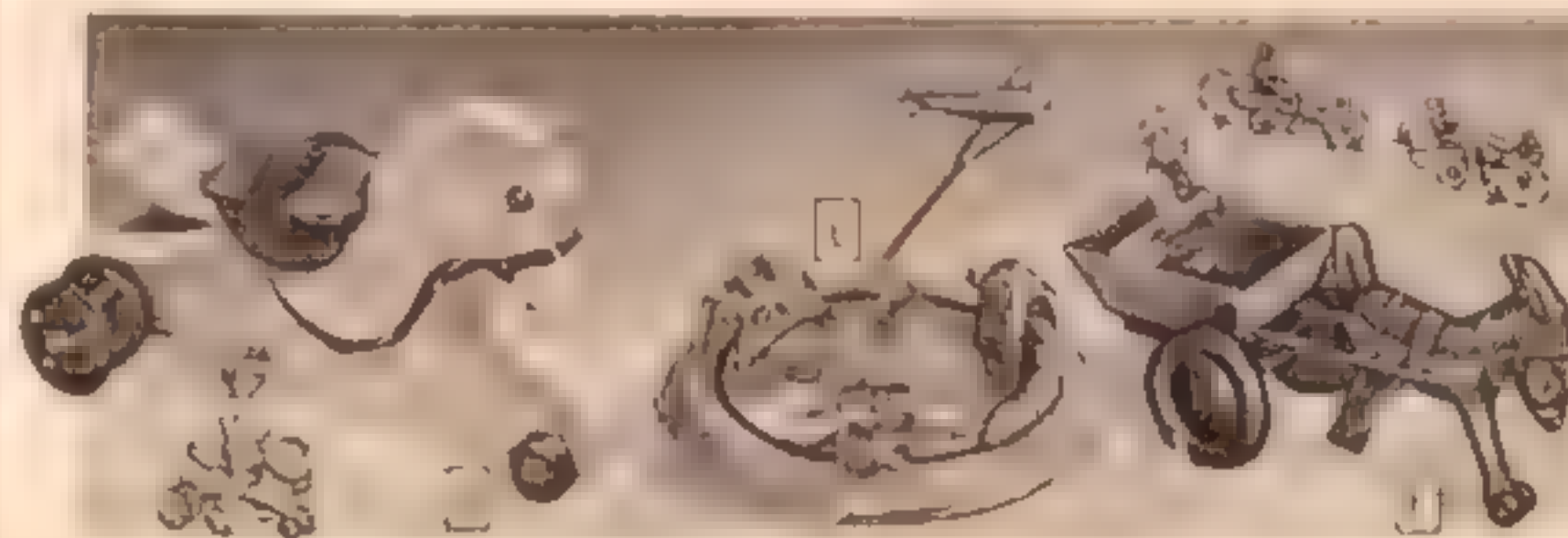
Light. Bright red plastic truck has waiting siren, red flashing light. 3-section swivel ladder extends from top. 12 in. Standard flashlight battery incl. 12 in. flashlight. Rubber tires, front wheels adjustable. Key-wind motor. 13 in. long. 49 N 5770—Shpg. wt. 2 lbs. 4 oz. \$2.98

B Climbing Fireman \$1.27

man climbs ladder with realistic motion. 2-piece 22 in. metal ladder, 8 in. plastic fireman, brightly colored. Key-wind motor. Wt. 8 oz. 49 N 5875 \$1.27

C Fire Chief \$1.29

Car with Siren. No keys to wind. Just press down and push, car scoots off, siren waiting. Plastic. Self-propelled friction motor 10½ in. long. Wt. 1 lb. 49 N 5760 \$1.29



Tots' Rider Pony

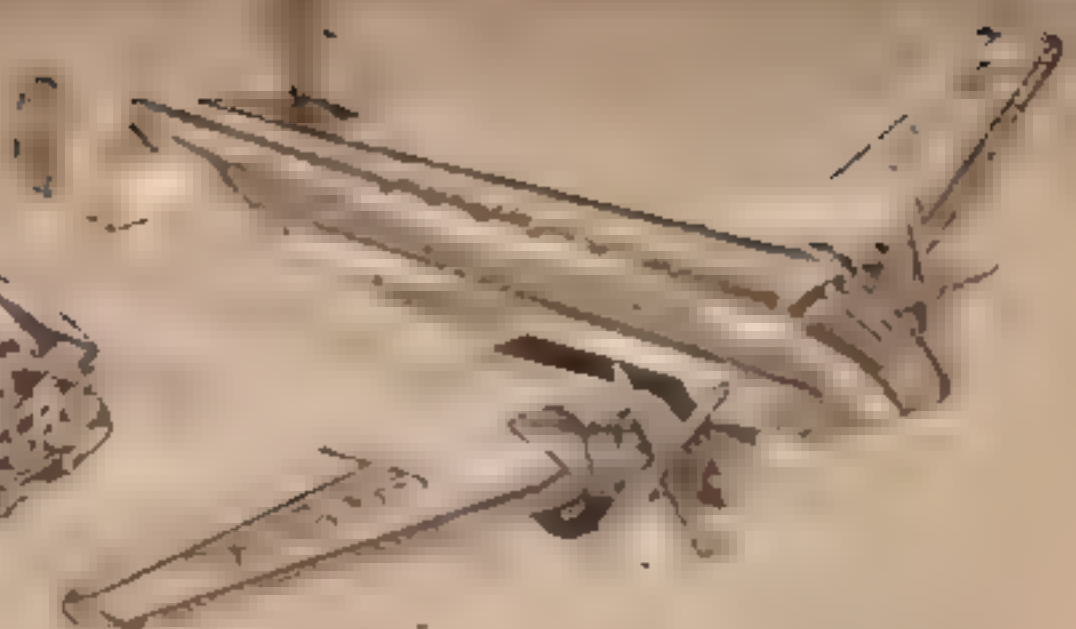
Horse has single front wheels, 2 double rear wheels with bells inside. All wood for long wear. 18 in. long. Seat 7 in. from floor. Plastic reins. Enamel finish. 79 N 05485—Wt. 4 lbs. \$2.84

Honeymoon Express

Little metal train runs around track over bridges, through tunnels, while the plane flies above. Lithographed metal, key-wind motor. Base, 9½ in. diam. 49 N 5751—Wt. 1 lb. 4 oz. 99c

Balky Mule, Cart

Mule runs back and forth, rears up with cart, farmer rocks to and fro in seat. All steel, lithographed. 8½ in. long. Clockspring motor. 49 N 5721—Wt. 10 oz. 89c



Sparkling Locomotive

Sparks shoot from the smoke stack of this realistic locomotive. Has friction motor... no keys to wind. Just press down slightly and push. Train runs merrily on its way. Well-detailed plastic 10 1/2 inches long. 49 N 5768—Shpg. wt. 1 lb. \$1.29

Diving Mechanical Sub

Steel sub really dives and rises. Depth and angle of dive controlled by adjusting fins. Rises as motor unwinds. Is brightly lithographed. 13 in. long. 49 N 5767—Wt. 1 lb. 6 oz. \$1.39

Car with Electric Lights

1952 Pontiac model has headlights, with standard flashlight battery included. On-off switch. Detailed plastic, steel reinforced. Powered by strong key-wind motor. 9 1/2 inches long. 49 N 5785—Shpg. wt. 12 oz. \$1.85

New! Two-motor Metal Plane

Brightly lithographed metal plane speeds along the floor, keeps active youngsters entertained for many hours. Two flexible shafts lead from friction motor to 2 dummy motors on wings... make propellers revolve as plane zooms along. No windings, just press down and push. 18 1/2-inch wingspread. 49 N 5871—Shipping weight 1 lb. \$1.49

New! GUID-A-TRAFFIC



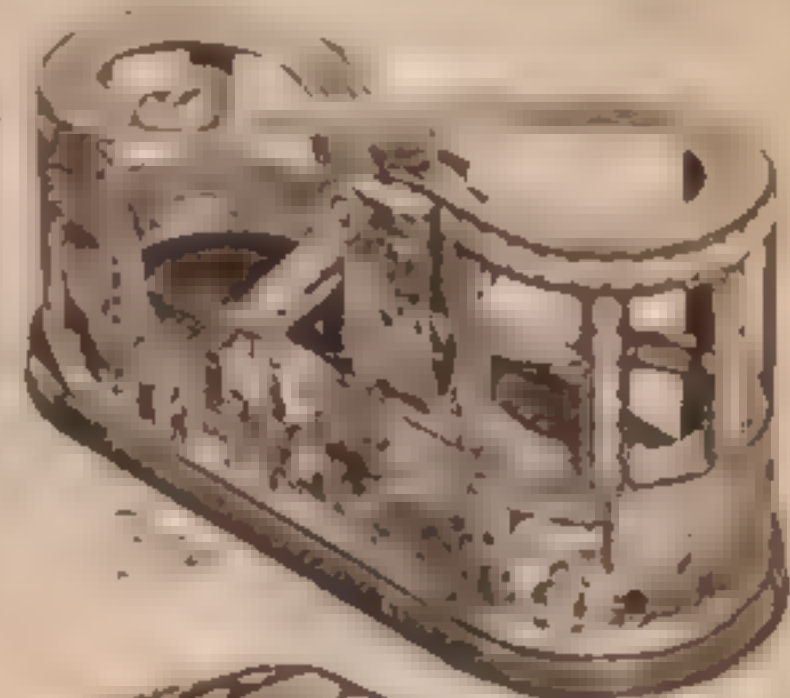
94-piece Set! Car follows track YOU set up

◆ Amazing new fifth wheel is grooved to guide auto along single rail track. Auto follows countless track layouts that you arrange, whizzing up and down village streets or out in the country. Over 33 ft. rigid and non-rigid track

Lots of fun for as many as want to play! Switch the car from one street to the next with 2 switches, 2 turnouts, and a crossover. Use stop sign with stop gate to make it stop. 1952 model Buick sedan is 4 1/2 in. long, made of sturdy plastic. Has long-running clockspring motor. 43-piece plastic village has 4 houses, hedge section, 19 figures of people, animals, etc. Trees 3 inches high, other pieces in proportion. 49 N 5897—Shipping weight 1 pound, 8 ounces Complete Set \$4.44
49 N 5896—Extra Car. Same as above Shpg. wt. 8 oz. ea. \$1.27

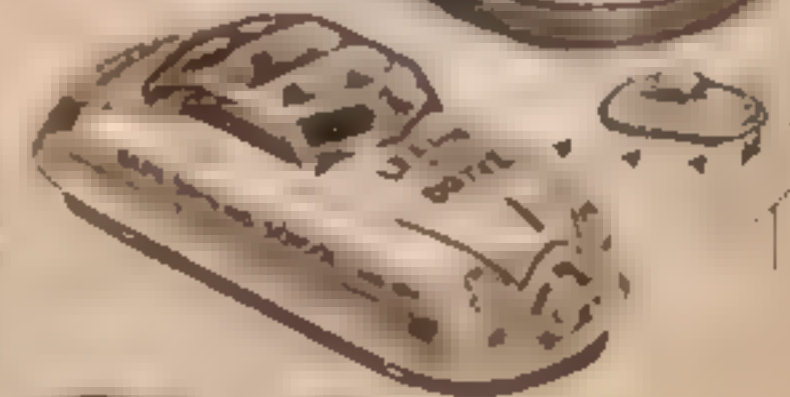
Roller Coaster

All metal with Was \$3.99 realistic litho- \$2.69 graphing. Two 1/2-in. metal cars pulled to peak by conveyor belt, then speed down incline, around curves. Bell rings, color discs whirl. 19 1/2 x 10 x 8 1/2 in. wide. Key-wind motor. 49 N 5792—Shpg. wt. 5 lbs. \$2.69



Tricky Safety Car

Mysterious! What 85c keeps it from running off table edge? It always turns, just in time. Sturdy steel, 6 3/4 in. long. Streamlined. Clockspring motor. 49 N 5719—Shpg. wt. 10 oz. 85c



16 1/2-inch Racer

This BIG stream- 95c lined racer will delight any active youngster. Racer and driver zoom across floor. Key-wind motor. Colorfully lithographed metal. 49 N 5739—Shpg. wt. 1 lb. 95c



Sparkling "Hot Rod"

Just push; friction 1.21 motor will propel speedy 7 1/4-in. car. Sparks light up motor block. Plastic and steel; rubber wheels. 49 N 5728—Wt. 12 oz. \$1.21



Dick Tracy Siren Car

Real shooting action! Siren wails, Tracy's gun sparks. Friction motor; just push and it goes. Colorfully lithographed metal. 11 1/2 in. long. 49 N 5783—Wt. 1 lb. 8 oz. \$1.81



10-inch Sparking Tank

Tank swirls, makes rat-tat-tat noise as sparks shoot from turret gun and armed soldier pops up and disappears. Lithographed metal. Long-running key-wind motor. 49 N 5766—Shpg. wt. 1 lb. 8 oz. \$2.39

Sparkling Army Tractor

Climbing tractor has detachable cannon, actually shoots wooden "shells." Sparks shoot from exhaust. Plastic and steel. 14 1/2 in. long. Long-running key-wind motor. 49 N 5725—Shpg. wt. 1 lb. \$1.81

New! Turnover Tank

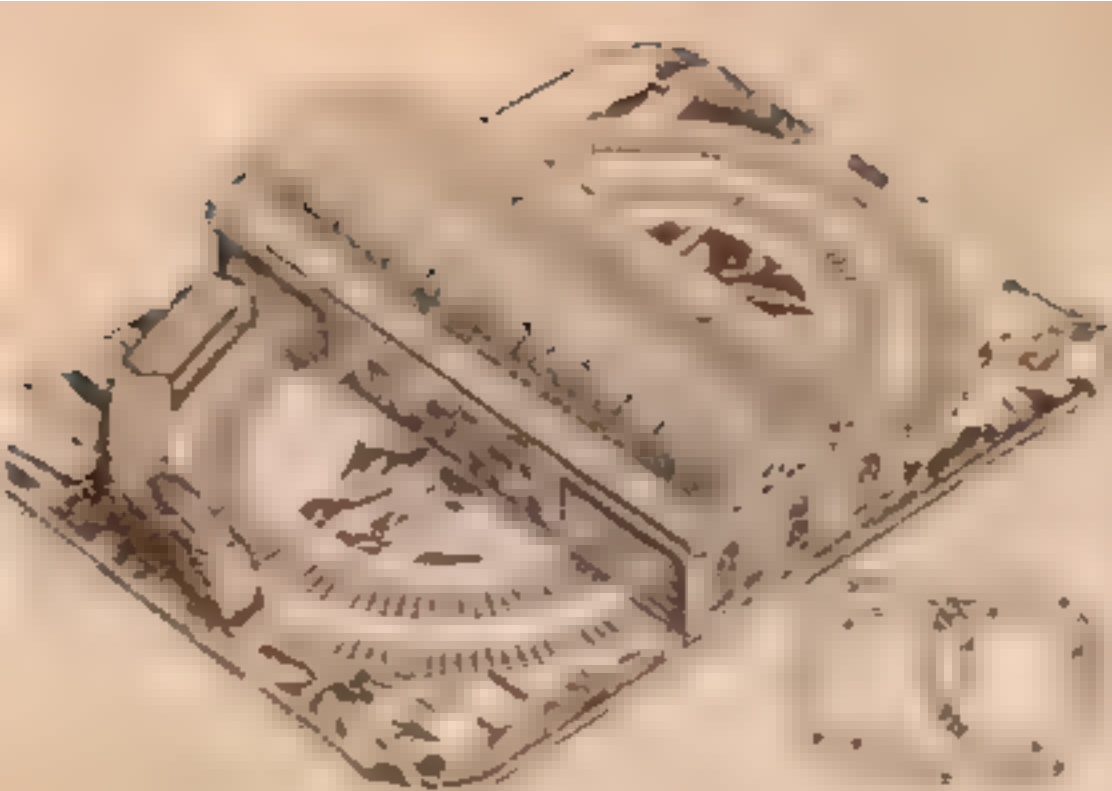
Tank runs along, then stops, turns over... rights itself, goes on again. Lithographed metal camouflage design. Key-wind motor 4 inches long. 49 N 5742—Shpg. wt. 6 oz. 89c

Rookie Policeman

Lithographed 1.49 steel. Cop learns to ride, siren wailing. 8 1/2-in. motorcycle tips on its side, rights itself, runs in circle. Key-wind motor. 49 N 5846—Wt. 1 lb. \$1.49

Sheriff Sam

Sam streaks around in circle, back and forth. Head turns, hat flops. Plastic; lithographed metal. Key-wind motor. 5 3/4 inches long. 49 N 5820—Shpg. wt. 1 lb. 98c



Mystery Union Station

A most fascinating toy. This clever, unique train zooms over its double track, curves into "Union Station," switches in the station, out of sight, onto the other track. Delights the youngsters . . . grown-ups are fascinated, too. Powerful, long-running mechanical motor in 10 $\frac{1}{2}$ -inch train. Train and 14x20-inch base are colorfully lithographed metal. Add this unusual gift to your Christmas list.

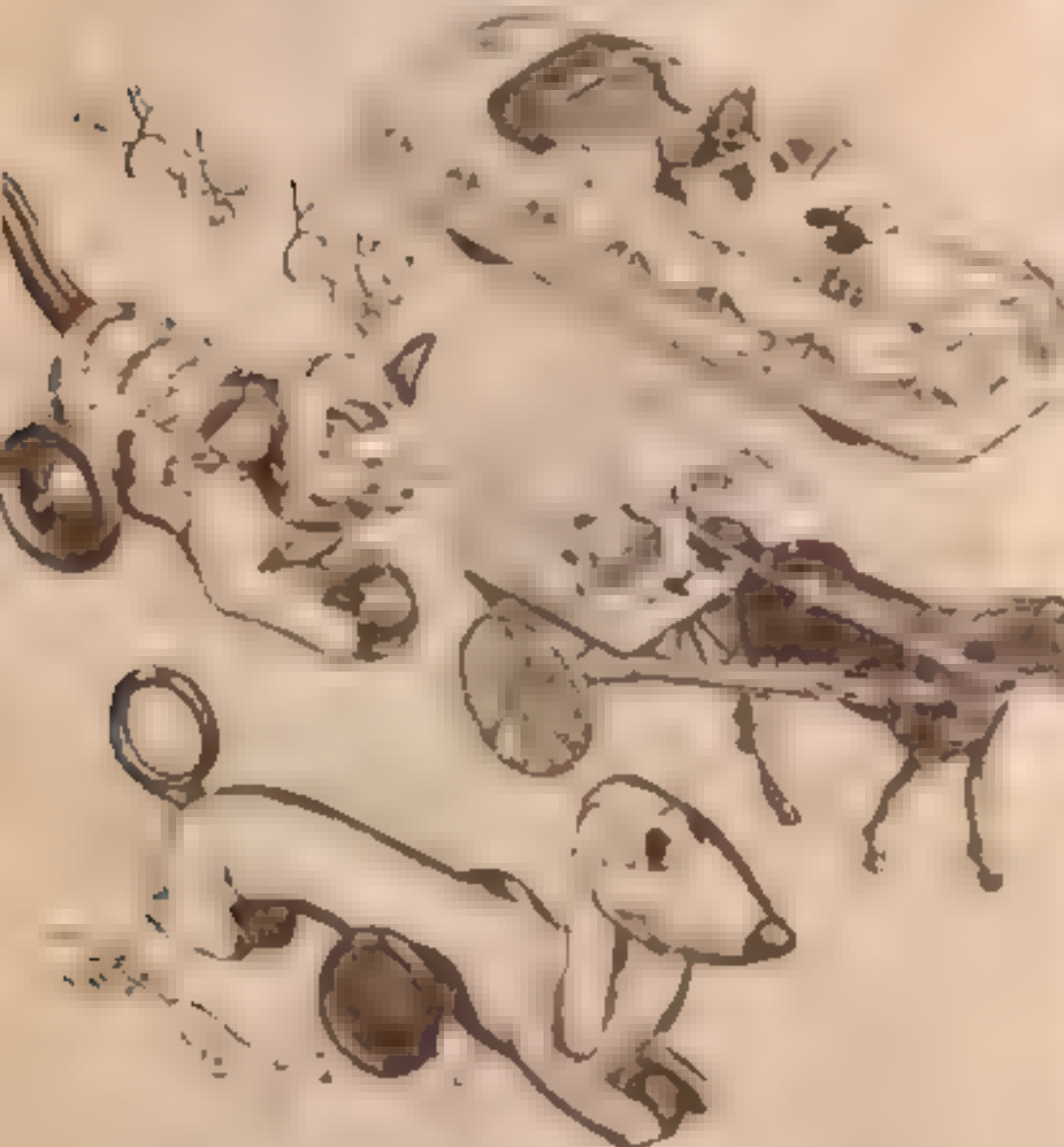
49 N 5795—Shpg. wt. 3 lbs. 4 oz. \$2.67



Electric Super Highway

Amazing toy has no tracks . . . cars need no winding. Colorful cars swerve in amusing way. They zip around big highway . . . pass . . . jam up . . . they even crash. They're driven by vibration of track . . . roll along easily. UL approved for 110-120-volt, 60-cycle AC. Five 1 $\frac{3}{4}$ -in. cars, 27x8 $\frac{3}{4}$ -in. base. Lithographed steel

79 N 05793—Shipping weight 4 pounds \$4.69
49 N 5802—Five Extra Cars for above. Wt. 6 oz. 49c



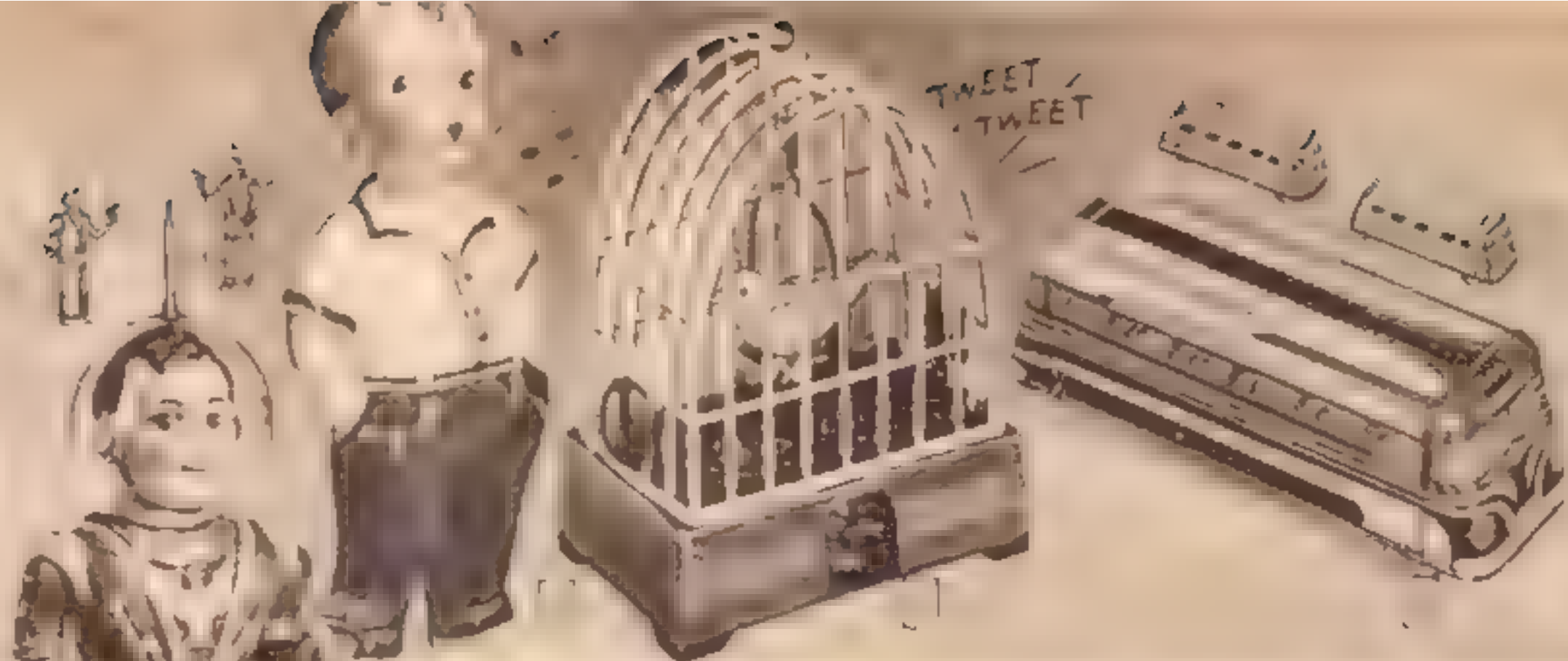
Floor Toys for tots

[M] **Mystery Motor Kitty.** Press her tail down, release . . . she bounds forward. Metal cat, rubber ears.
49 N 5727—8 $\frac{3}{4}$ in. long. Shpg. wt. 14 oz. . . . 98c

[N] **Disney Roadster.** Plastic Mickey Mouse drives the lithographed metal car. Spring-wind motor
49 N 5860—11 in. long. Shpg. wt. 1 lb. 99c

[P] **All-plastic Farm Wagon.** Horse trots just like real one with driver at reins. Key-wind motor.
49 N 5759—11 in. long. Shpg. wt. 1 lb. 8 oz. \$1.82

[R] **Pull-Tail Doodlehound.** Pull his tail, release and watch him scoot along floor. Sturdy colorful plastic.
49 N 5819—8 $\frac{3}{4}$ in. long Shpg. wt. 8 oz. . . . 72c



Mechanical Men

Whistling Boy Was 41.39
\$1.12

49 N 5801—11 in. high. Wt. 2 lbs. 5 oz. . . . \$1.12

Walking Space Man \$1.79

49 N 5802—11 in. high. Wt. 2 lbs. 5 oz. . . . \$1.79

Fascinating Toys

[C] **Churpee Singing Bird in Cage** Trills gaily from \$2.57

49 N 5880—9 in. high. Wt. 2 lbs. 5 oz. . . . \$2.57

Mystery Motor Bus 94c

49 N 5735—14 in. long. Wt. 1 lb. 8 oz. 94c



Marionettes and Puppets . . Easy to operate, fun

Pinocchio \$2.99

49 N 5104—11 in. high. Wt. 2 lbs. 5 oz. . . . \$2.99

Howdy Doody \$1.79

49 N 5105—11 in. high. Wt. 2 lbs. 5 oz. . . . \$1.79

Clarabell 2.99

49 N 5106—11 in. high. Wt. 2 lbs. 5 oz. . . . 2.99

Thrills! Excitement! Loads of creative fun 89c

49 N 5107—11 in. high. Wt. 2 lbs. 5 oz. . . . 89c

[H] **49 N 5104—Howdy Doody** 89c

[J] **49 N 5105—Clarabell** 89c

[K] **49 N 5107—Roy Rogers** 89c

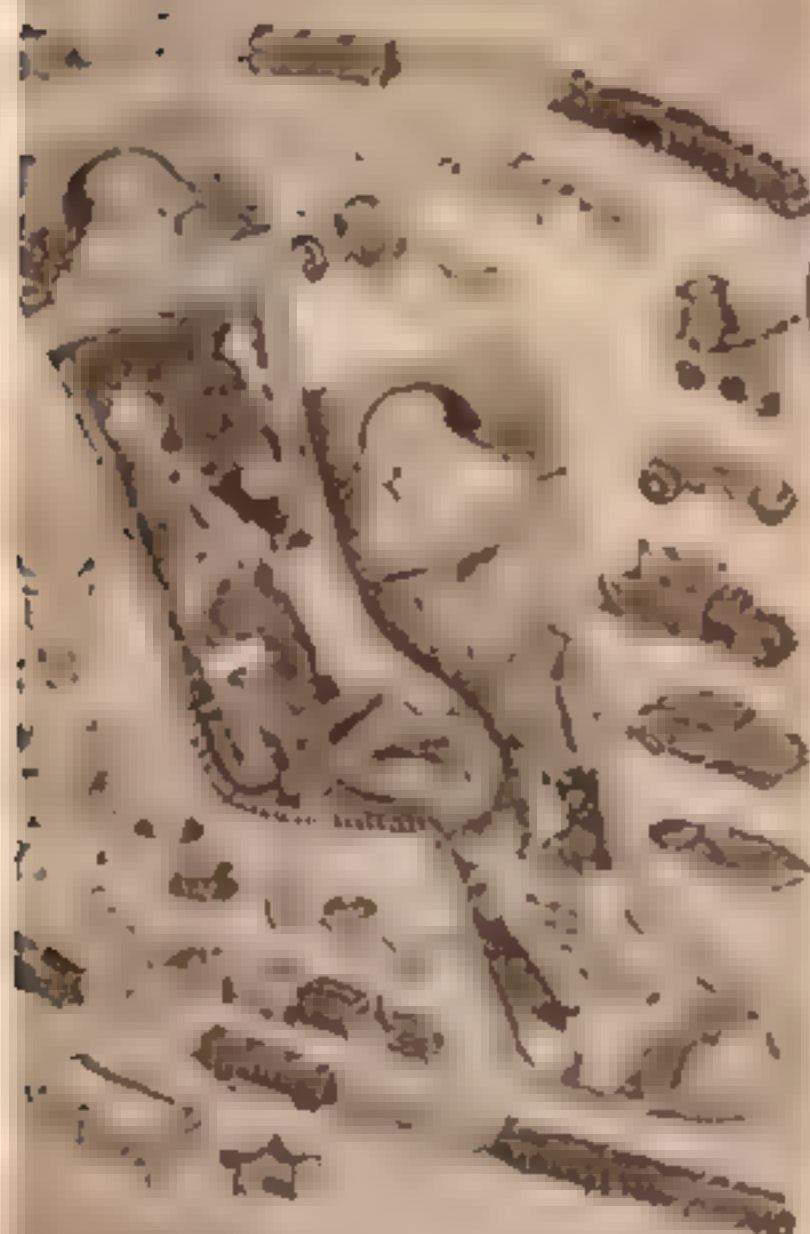
[L] **49 N 5106—Pinocchio Summerfest Winterspring** 89c



27-inch Rubber Train . . Washable . . Sanitary

Especially fine for the youngest tots. Rubber construction means it's practically unbreakable . . easy on furniture, won't scratch or mar. And it's sanitary because it's washable. No tracks needed . . pull it along the floor. One-piece engine and tender with 6 wheels, dump car with real dumping action, gondola, and open-end caboose. Four quiet, easy-rolling rubber wheels on each car. Sturdy rubber couplers between all cars. Brightly colored in realistic design to keep tots safely, quietly amused for many hours. Overall length 27 inches. A gift that's sure to please the kiddies. Be sure to order one for the toddlers on your Christmas list. 49 N 5085—Shipping weight 2 pounds 4 ounces. \$1.53

\$1.53



Christmas Stockings

Chuck-full of gifts. Cotton net stockings with assorted plastic toys that average about 3 1/4 in. long. 87c
Girls' 27-in. Stocking. Abt. 26 pcs. Doll, doll bed, dishes, goblets, glasses, other assorted toys. 49 N 5129—Shpg. wt. 1 lb. . . . \$1.29

Boys' 27-in. Stocking. About 18 pcs. 6-pc. freight train (26 in. long), 5-pc. circus train (12 in. long), etc. 49 N 5128—Shpg. wt. 1 lb. . . \$1.29

Girls' 19-in. Stocking. Abt. 16 pcs. Sand toy, doll, doll bed, 4-piece circus train (9 1/4 in. long), etc. 49 N 5127—Shpg. wt. 12 oz. . . 87c

Boys' 19-in. Stocking. Abt. 15 pcs. 4-pc. circus train (9 1/4 in. long), cars, trucks, 2 boats, others. 49 N 5126—Shpg. wt. 12 oz. . . 87c



Sturdy Plastic Floor Toys . . Trucks, Bus, Tractor

[A] **Fix-It Truck.** Wheels can be changed with wrench. Spare wheel in locker. Plastic jack w. metal wrench, screwdriver, hammer. 49 N 5111—8 in. long. Shpg. wt. 12 oz. . . \$1.09

[B] **Pet Shop Delivery Truck.** 6 dogs—(vinyl) 1 1/4 in. long) in partitioned cubicles. T parent overhead doors fold up or down. 49 N 5051—10 in. long. Shpg. wt. 1 lb. . . \$1.47

[C] **Dump Truck with scissor action.** Chute on side of body can be attached to unloading door. Lever raises and lowers body. 49 N 5149—10 1/4 in. long. Shpg. wt. 1 lb. . . \$1.39

[D] **Coca Cola Truck.** Has simulated cases of "coke," plus 6 removable dummy miniature cases. Modern cab design like real truck. 49 N 5042—10 in. long. Shipping weight 12 oz. 98c

[E] **Tractor Truck with Bulldozer.** Tractor truck has detachable trailer. Bulldozer with movable scrapers and a front loader. 49 N 5075—12 1/4 in. long. Shipping weight 8 oz. 89c

[F] **Caterpillar Tractor and Dump Wagon.** Dump trailer can be uncoupled. Bottom opens to dump load. Realistically detailed. 49 N 5045—12 in. long. Shipping weight 7 oz. 92c

[G] **Bus.** Transparent top is removable. Fun moving 4 passengers to different seats. Realistic. Miniature hat, suitcase molded in rear. 49 N 5043—10 in. long. Shipping weight 12 oz. 98c



Musical Carousel

Merry-go-round plays jolly tune as it revolves. Self-winding motor is easy for tots to operate; just push the lever and away she turns . . airplanes flying, merry tune a'linking. Bright metal 11x12 1/2 inches high. 79 N 05794—Shpg. wt. 4 lbs. \$3.62



New! Loop-a-Loop

Breath-taking action. Release lever, track begins see-saw motion. Metal car races down track, up and over, through loop to end of track, bell ringing. Continuous action. Lithographed design. Clock-spring motor. Metal, 19 1/4 inches long. 49 N 5850—Shpg. wt. 3 lbs. \$2.49



Automatic Brake Car

Set brake lever on rear of car for STOP anywhere from 1 to 8 feet . . see how close you can come to any object. Push car . . when it has run the set number of feet it comes to a screeching stop! Many close calls. More fun with 2 or more. High-impact plastic. 49 N 5863 9 in. long. Wt. 12 oz. 89c



5-pc. Toy Truck Set

Deluxe assortment of 5 miniature plastic trucks to delight any active youngster. Set includes a semi-trailer lumber truck with miniature logs, T.V. repair truck, truck with steam shovel, semi-trailer moving van, semi-trailer stake truck with removable sides. 5 to 7 1/4 in. long. Shipping weight 2 pounds 4 ounces. 49 N 5057 \$1.79



Rider Fire Truck . . Siren, Flashing Light

• Red searchlight flashes as hand siren is operated. **\$7.29** Battery included
 • 31 1/2 in. long . . children can actually ride and steer.
 Heavy duty fire engine with bicycle-type seat 11 1/2 in. from floor. Tailgate swings open. Automobile-type chassis of extra-heavy gauge steel . . reinforced and welded construction . . red enamel finish. Real steering wheel. Rubber tires. Lithographed fire-fighting equipment at sides. Flashlight battery included.
 79 N 05970—Shipping weight 15 pounds. . . **\$7.29**

Hauler, Van Trailer

Just like big coast-to-coast freight trucks. Detachable van is raised and lowered by lever. Molded of new, tough, colorful plastic. Doors at rear and side of truck open. Dual wheels on van, 22 in. long overall. Bright colors.
 49 N 5924—Shipping wt. 3 lbs. . . **\$2.98**

New! Auto Service Truck

With 5-pc. set of miniature repair tools. Chassis of heavy gauge steel, cab of sturdy, high impact plastic. Miniature jack that really works. Removable wheels. 2 spare tires and wheels. Two tool boxes for storing. Wrecker has crank operated chain. Truck 15 in. long.
 49 N 5939—Shipping weight 4 lbs. . . **\$2.69**

Just Like Big Trucks!

Finely detailed scale models brought down to popular prices. Die-cast detachable cab has authentic "5th wheel" type trailer hitch, locks automatically when backed into trailer. 6-wheel cab-over-engine tractor has dummy headlights, signal lights, metal bumper. Trailers have heavy gauge steel chassis of reinforced, welded construction. Retractable parking gear. Individually mounted, dual tandem rear wheels. Die-cast wheels, truck type treaded rubber tires.

[A] De luxe Van Truck. Polished aluminum body, decorative decals on sides. Double rear door, single side door open and close. 24 in. long, 6 in. wide, 9 in. high
 79 N 05966—Shpg. wt. 8 lbs. . . **\$9.79**

[B] De luxe Trailer Truck . . king-size. Embossed aluminum bed. Removable hardwood sides have metal trim, decorative decals. 24 inches long, 6 inches wide, 6 inches high
 79 N 05965—Shipping weight 7 lbs **\$7.69**

New 34-in. Aerial Ladder Truck

[C] Working model of actual fire-fighting equipment. Constructed of heavy steel and aluminum. Two sturdy 2-section ladders on 360° rotating base elevate with crank at side. Two auxiliary ladders also included. Ladders extended reach nearly 4 ft. above the ground. Front wheels have "knee action." Dual rear wheels; rubber tires. Fine engine red enamel finish with bright aluminum ladders, trim. Mock searchlight
 79 N 05982—Shipping weight 11 lbs. **\$14.98**



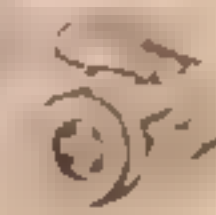
FREIGHT TRUCK FEATURES



Rear wheels adjust to bumps



Detachable cab



Die cast metal cab



Sanitation Truck

Siding overhead door —"opens" and "closes." White enamel finish. Lithographed steel body. 13 in. long
 49 N 5907—Wt 1 lb 10 oz **\$1.27**

Auto Transport

Sleek 8-wheel type. Two 6-in. plastic cars on detachable trailer. Heavy steel, bright colors. 23 in. long
 49 N 5936 Wt 3 lbs 4 oz **\$2.09**

Road-builder Truck

Scoop loader picks up roads, dumps into body. Spring lever action —tailgate opens, body dumps automatically. Steel body, enamel finish. 20 1/2 in. long.
 49 N 5938—Shpg. wt. 6 lbs **\$2.49**

Jeep and Trailer

Real electric headlights. Hood, windshield raise, lower. Drop tailgate trailer. Heavy steel, enamel finish. 22 1/2 in. long. Flashlight battery included.
 49 N 5935 Shpg. wt. 4 lbs **\$2.98**

Steam Shovel

Really scoops and dumps. Cab revolves on swivel base. 2 cranks raise, lower boom, scoop shovel. 21 in. with boom out. Enameled steel.
 49 N 5933 -Wt 4 lbs **\$2.21**



Sparking Steel Tank

True model army tank for lots of "rough and ready" boys' fun. Crashes toy walls; climbs up and over steep grades; shoots bright sparks as it moves. Clockspring motor rumbles. Heavy steel; camouflage colors. Rubber treads, 9 1/4 in. long. 49 N 5797—Shpg. wt. 2 lbs. 6 oz. . . . \$2.85

Aluminum Tractor Set

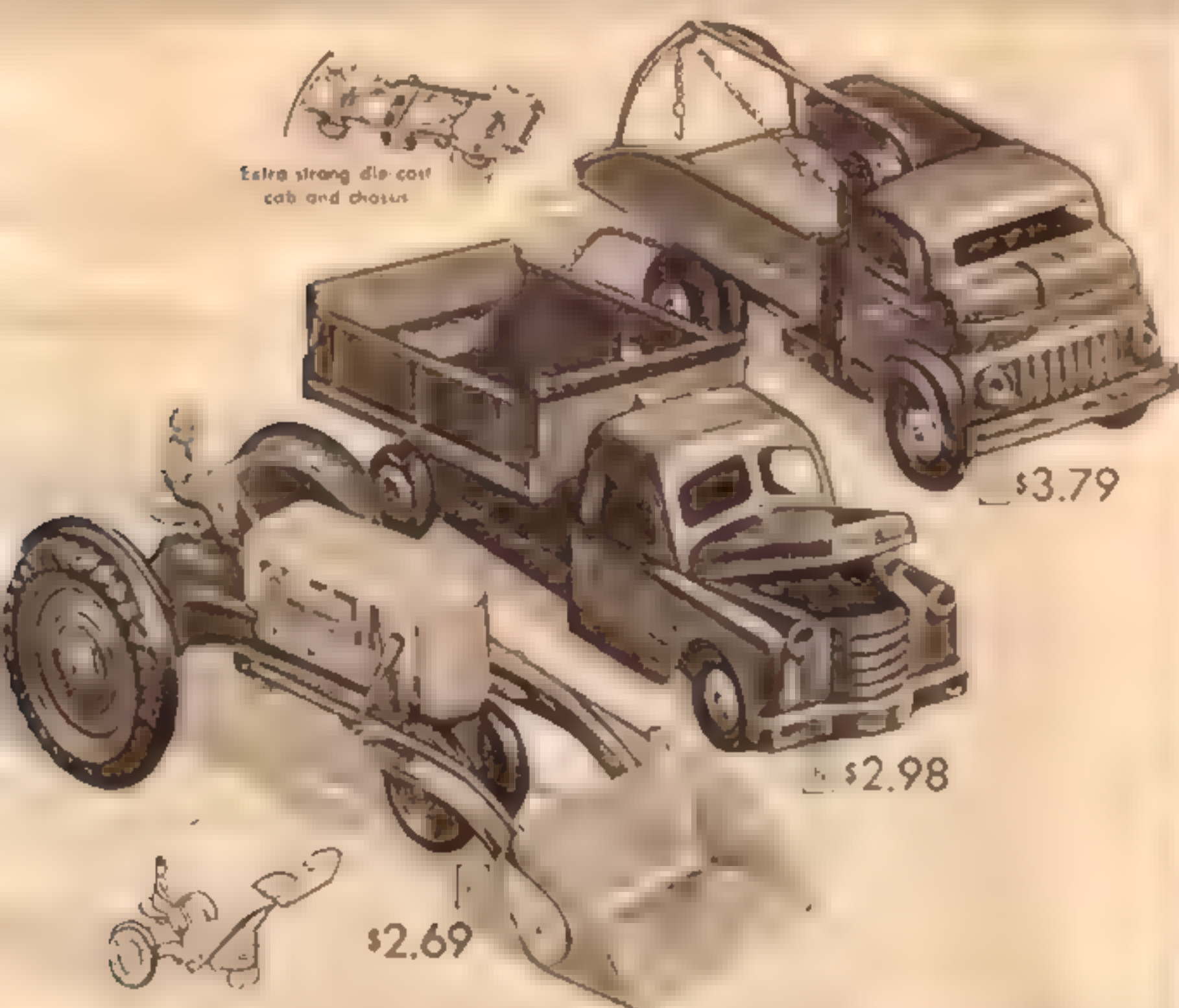
3-piece tractor set for a real "construction man." Tractor powered by clockspring motor pulls and pushes 20 times its own weight. Climbs 35° grades with ease. Rubber treads. Trailer, scraper detachable. 15 1/2 in. long overall. 49 N 5753—Shpg. wt. 1 lb. 8 oz. . . \$1.98

Bulldozer Tractor

Sparks fly from exhaust pipe as heavy tractor "works" away. Hydraulic type scraper snaps up or down. Pulls extra heavy loads climbs 35° grades. Lithographed metal body—authentic design. Clockspring motor, rubber treads. 10 1/4 in. long. 49 N 5759—Shpg. wt. 2 lbs. 10 oz. . . \$3.49

Reversible Tractor Truck

Drive forward or backward, or change direction while in motion with lever. Powerful clockspring motor, brake. Climbs 35° inclines. Rubber treads. Steel body. Removable driver. 13 1/4 in. tractor plus assortment of miniature plastic farm tools. 49 N 5862—Shpg. wt. 3 lbs. 4 oz. . . \$3.39



Extra strong die-cast cab and chassis

\$3.79

\$2.98

\$2.69



New! Giant Pan-American Airliner. Authentic replica of famous Clipper Planes. Heavy silver-color steel. 4 dummy motors with free-spinning propellers; dual wheels with tricycle landing gear. Loading ramp rolls up to door. 27 1/2 inch wingspread. 21 1/2 inches long. 79 N 03929—Shipping weight 4 pounds. . . . \$2.98

Big Loading Tractor

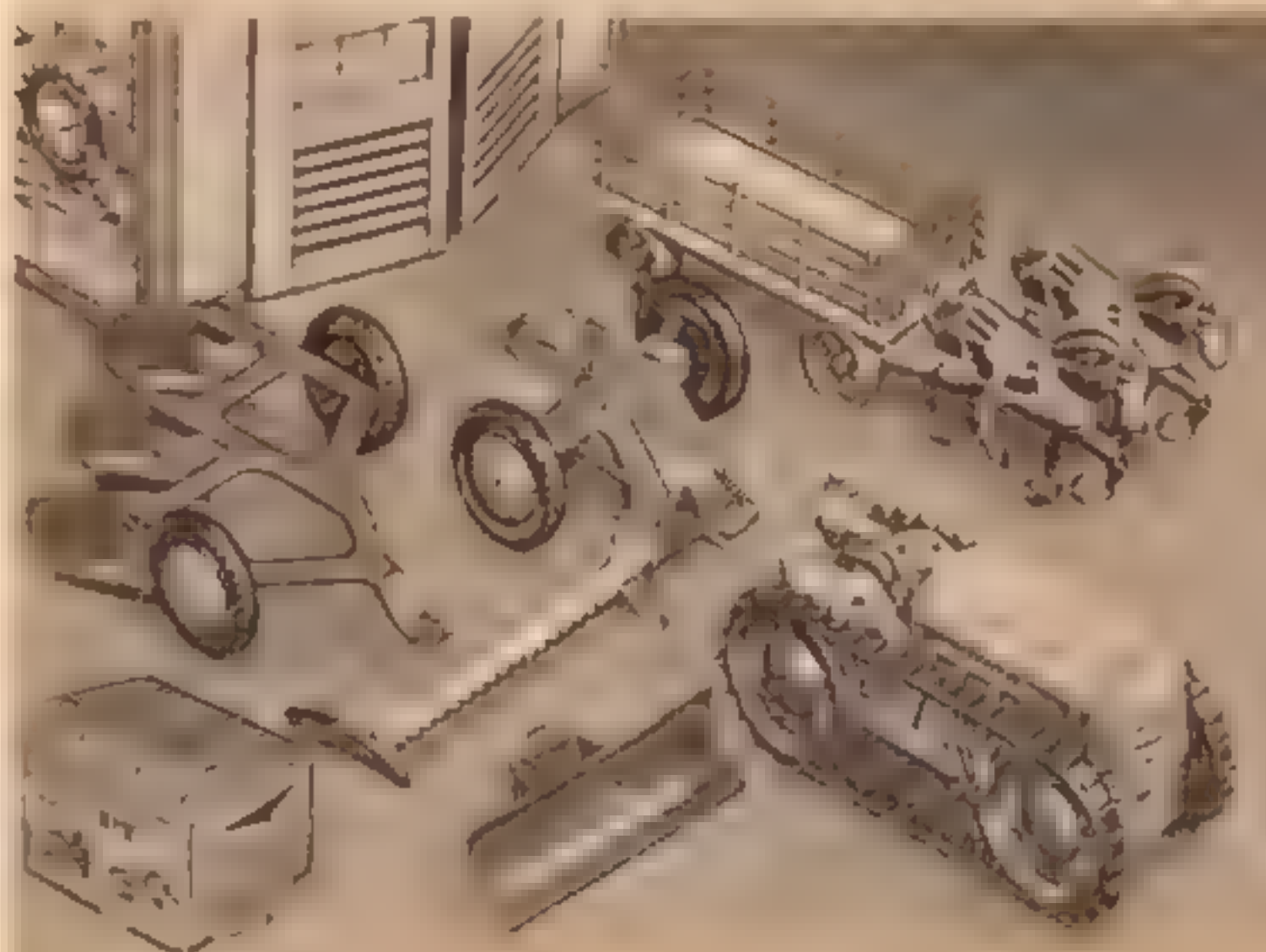
A Loads of playtime fun with this powerful-looking tractor. Makes chugging sound like motor. Has big scoop with lever to lift load and lever to dump. Driver behind the wheel. Huge rear wheels hook at rear for attaching implements, wagons, etc. Sturdy lithographed steel. 17 inches long overall. Wt. 3 lbs. 4 oz. 49 N 5934. . . . \$2.69

Big Dump Truck

B He'll have a great time operating this big truck. Release spring lever, body dumps automatically, tailgate opens. Hood raises revealing "Fireball" plastic play motor. Treaded rubber wheels with shiny hub caps. Bright enameled metal. 19 1/2 inches long. Shipping weight 4 lbs. 6 oz. 49 N 5902. . . . \$2.98

Mechanical Tow Truck

C Heavy steel body, die cast cab and chassis. Crank operated winch with chain tow chain on rear. Clockspring motor. Brightly enameled rubber-tired wheels shiny hub caps. 12 in. long. Wt. 3 lbs. 6 oz. 49 N 5962. . . . \$3.79



NEW! 5-piece Climbing Tractor Set

- Heavy duty mechanical Tractor removable Road Scraper \$4.89
- Three-gang Steel Plow with lithographed metal wheels
- Steel Mowing Machine—cutting bar moves back and forth
- 4-wheel Plastic Stake Wagon with 2-horse team of lithographed steel

Farming fun! Powerful mechanical tractor has clockspring motor will climb steep grades, pull heavy loads. Equipped with removable scraper, sure-grip rubber treads, brake and hook at rear for attaching implements. Lithographed metal driver. Tractor with scraper 10 1/4 x 3 1/2 x 5 1/4 inches high. 4-wheel stake wagon with 2-horse team has swivel-mounted front wheels, removable sides. Big, sturdy corrugated box shed with perforated doors. Farmer will want to drive tractor in shed at night. Shed 15 1/2 x 12 1/2 x 11 1/4 inches. 79 N 05780—Shipping weight 5 pounds. . . . \$4.89



Two-piece all-plastic outfit; Winch Truck and Steam Shovel. Newest design drop-bed type platform truck. Winch line and hook to load, unload mobile steam shovel. Steam shovel has boom and scoop

—turn easily with hand crank . . . mounted on 360° swivel base. Winch truck 22 1/4 x 4 1/2 x 4 inches high. Shovel 14 in. long, boom extended. 49 N 5954—Shipping wt. 3 lbs. . . . \$3.89

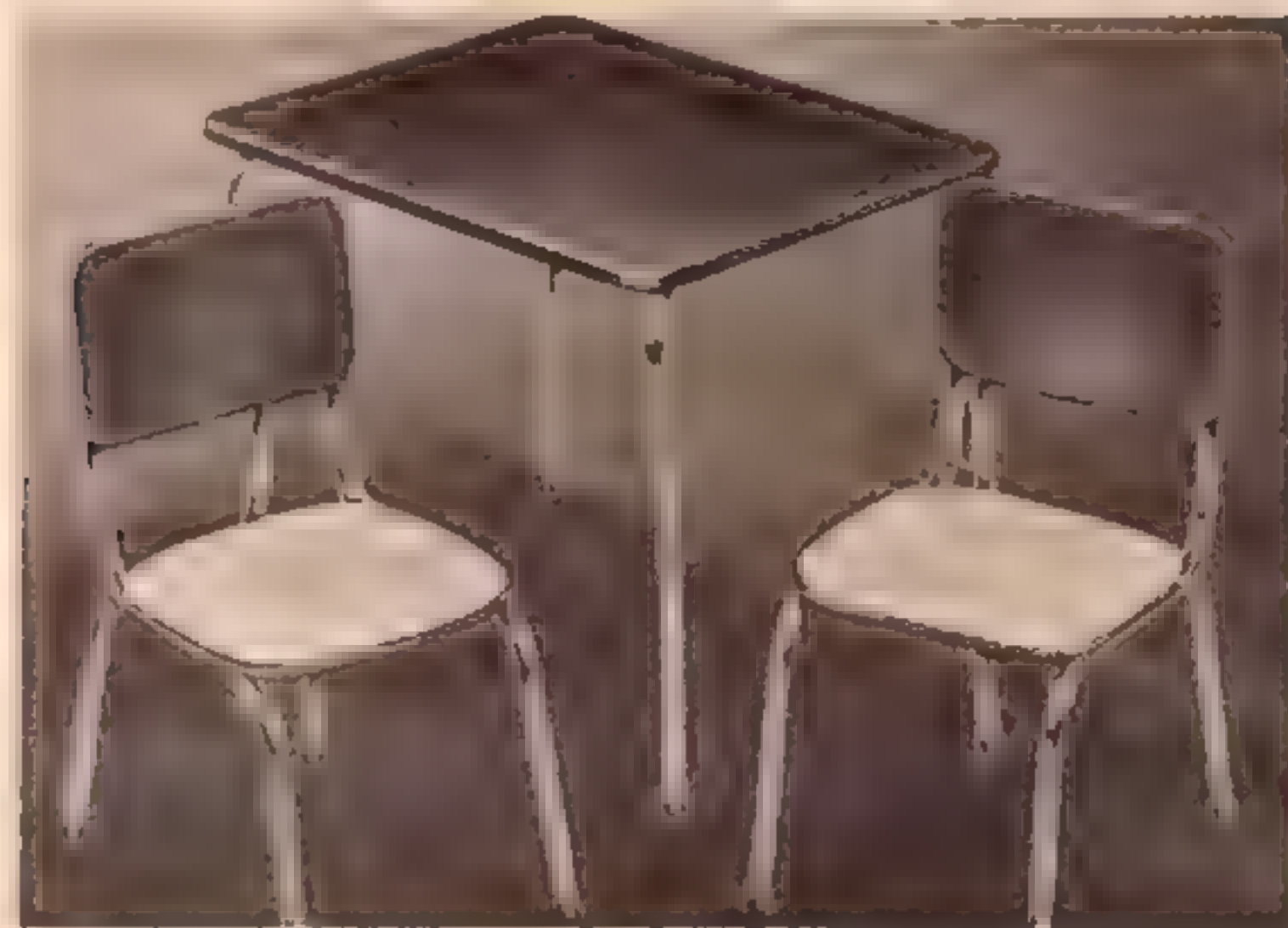
Smart copies of Adult Styles



New All-steel Frame 3-piece Folding Bridge Set

- Tough, all-steel frames... withstand hard usage and playtime wear
 - Enameled white, with table top, chair seats and backs in red
 - Fiberboard tabletop has steel cross bracing for added strength
 - Folding table legs hold firmly by positive locking device
- Looks just like Mother's bridge set... built to scale for young tot's tea or play table. They'll love it for entertaining their little playmates... or playing by themselves.
- Furniture of their own teaches children to enjoy caring for possessions... develops orderliness in play. Sturdy steel table has fiberboard top, 24 in. square, 20 1/2 in. high. Two steel chairs with fiberboard seats, 10 1/4 x 11 1/4 inches, 12 1/2 inches from floor. Overall height 24 3/4 inches. Rubber tips on front legs prevent slipping, scratching. Set folds compactly, edges and corners are rounded for safety. Shipped assembled.
- 79 N 091041—Table and two chairs. Shipping weight 20 lbs. Set \$10.19
79 N 09103—Matching extra chair. Shipping weight 6 pounds. Each 2.70

\$10.19
3-pc. set



Chrome Plated Tubular Steel Dinette Set

Sleek and beautiful, a set children will truly cherish and care for. Red and gray complement the sparkle of chrome. Table has red top, finished in baked enamel. Legs have triple-plated chrome finish, rubber-tipped to protect floors. 20x25-in. top, 21 in. from floor. Chair seat is upholstered in durable gray Tolon vinyl plastic; back in red plastic finish. Triple-plated legs have plastic protective feet. 12-inch square seat, 12 inches from floor. Frames are 3/8-inch tubular steel. All edges smoothed. Colorful, practical addition to any child's playroom.

79 N 091351—Table and two chairs. Shpg. wt. 30 lbs. **\$15.29**



Drop-leaf Dinette Set in Maple Finish

It's twice as much fun to play "house" when the furniture looks just like Mother's. Set is constructed of hardwood with beautiful maple finish. Table has drop leaves on two sides; top measures 19x23 1/2 in. with leaves extended; 19x13 1/2 in. when closed. Table top 18 in. from floor. Chair has seat 10x10 inches, 10 1/2 inches from floor. 21 inches high overall. Sized just right for small folk's tea parties.

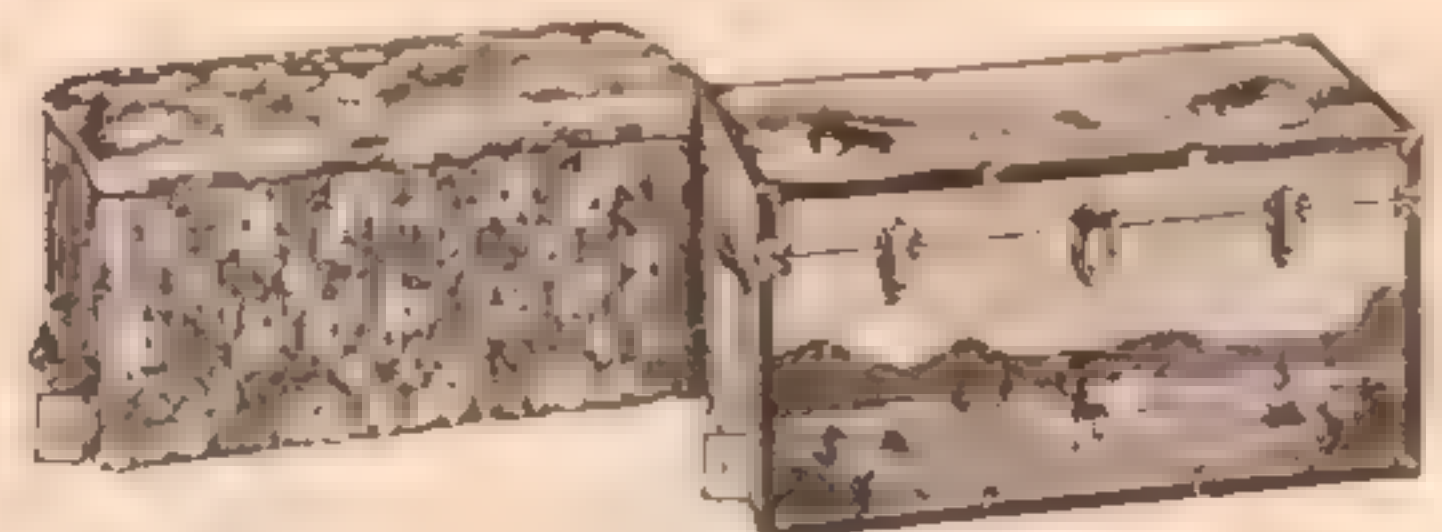
79 N 091021—Table and 2 chairs. Shpg. wt. 14 lbs. **\$5.95**



New Table and Chair Set . . ready to be painted

- Save money by painting it yourself... in the children's favorite color
 - Three-piece set includes sturdy table and two straight chairs
 - Solid oak frames. Chair seats and table top made of Ponderosa pine
 - Extra matching rocker and straight chairs can be bought separately
- It takes so little time to paint this set yourself... and you'll save money by doing it, too. Let the children choose the color, and they'll love showing off the set to their little friends. New patented leg cleats make it ever-so-simple to put together. Sturdy wood construction makes it ideal for all-around playroom use.
- Table 18x24 inches wide, 20 inches from the floor. Two straight chairs, about 23 in. high, have seats 11x11 1/4 inches, 10 3/4 inches from floor. Shipped unassembled.
- 79 N 09108—Table and 2 straight chairs. Shipping weight 20 pounds. Set \$8.19
79 N 09109—Extra straight chair matches set. Shipping weight 4 pounds. Each 1.98
79 N 09111—Extra 23-in. matching rocker. Seat 11x11 1/4 in. Shpg. wt. 5 lbs. Each 3.45

\$8.19
3 pc. set



Teach tots to put their toys away

- A Wood Chest.** Cutl. Wd. ~~\$5.95~~ **\$5.69**
Gay washable chintz covering, padded top. Steel hinges, lid support. Inside smooth maple finish. 13x13x25 in.
79 N 090721—Shpg. wt. 11 lbs. **\$5.69**
- B Western Wood Chest.** Masonite top and bottom. Tan and brown. Metal covering; brass plated hardware. 28 3/8 x 14 1/4 x 14 1/4 in.
79 N 090541—Wt. 22 lbs. **\$10.19**

Built for Children



Hardwood, Colonial Style Table-Chair Set

- Table and two chairs built just like fine adult furniture
 - Built of durable hardwood, medium-dark maple finish
 - Table top 21 1/4 inches high . . . chair seats 12 inches from floor
 - Roomy table top is 24x18 inches . . . large enough for youngsters' entertaining or playing games. Comfortable curved wood slat seats 11 1/2 x 11 1/2 in. Extra matching chairs may be ordered to completely outfit playroom. With this fine furniture, tots will be kept busy for hours "keeping house." Chairs are shipped assembled. Screws included to attach table legs.
- 79 N 091101—Shipg. wt. 24 lbs. . . . 3-piece set (table, two straight chairs) \$11.19
- Extra Straight Chair. Same as straight chair above . . . matches table
- 79 N 090071—Shipping weight 7 pounds Each 3.19
- Matching Rocker. With arm rests. 11 1/2 x 11 1/2 in. seat, 10 1/2 in. from floor
- 79 N 090041—Shipping weight 9 pounds Each 3.80

Juvenile Overstuffed Rocker

\$10.29 What luxury for wee homemakers! Replica of a "big" chair, it's covered with tough red plastic. Walnut lacquered hardwood parts. 14x15-in. seat, 22 1/4 in. wide, 25 in. high overall. Freight or express.

79 N M9012—Wt. 20 lbs. \$10.29

Bentwood Rocker

\$7.59 Gay red plastic upholstery on padded seat and back. Smooth hardwood frame, natural lacquer finish. No-sag springs. 15x14-in. seat, 12 in. high; 23 in. high overall. Shipping weight 13 pounds.

79 N 090071 \$7.59

"Musical" Rocker

\$5.69 Reduced! Music plays as tot rocks. Swiss musical movement attached. Solid oak with panel back, 6-color Western design. 11x11 1/2-in. seat, 11 in. high. Overall height 22 1/2 in. Shipping weight 7 pounds.

79 N 091241 11/22 \$5.62 Now \$5.69



New De Luxe Desk with Tilt-back Swivel Chair

- Constructed of hardwood . . . handsomely finished in mellow maple
 - Shows careful detailing as in high quality adult furniture
 - 4 drawers, 5 pigeonholes give ample storage space for supplies
 - Desk top rolls . . . swivel chair tilts . . . safe for small youngsters
- Encourage your child's interest in learning . . . just think how proud he'll be with a desk and chair all his own . . . and so much like Dad's, too!
- Homework is fun when he sits down in the comfortable tilting swivel chair in his "make-believe" office. Chair has 12 1/2 x 12-inch seat; adjusts from 12 to 18 inches from floor. Desk has 6 legs, desk top measures 30x16 inches, 26 1/2 inches from floor, 36 inches high overall. Freight or express. **Only \$4.00 down on Easy Terms.**
- 79 N M9180—Desk and chair set. Shipping weight 60 pounds \$35.59

\$35.59

\$4.00 down



Matching Desk, Chair

\$19.95 Little scholars take their studying seriously when they have a real desk of their own to use. Hardwood with rich maple finish. One center drawer, with metal pull, holds important supplies. Three side shelves for school books, beginner's library. Top is 34x20 in.; 30 in. from floor. Wt. 35 lbs.

79 N M9190 Desk only \$19.95

\$5.89 Matching chair has plastic covered slip seat, 15x14 in.; back 16 in. high. 33 1/2 in. high overall. Shipg. wt. 8 lbs.

79 N 09191L Chair only \$5.89

Roll Top Desk, Chair

\$28.39 A corner of his very own, complete with desk and chair is indeed an inspiration to any student, author or artist. This professional-looking desk is styled for efficiency, with smooth-sliding roll top, 3 side drawers and 5 pigeonholes. Well constructed of sturdy hardwood with 3-ply veneer wood sides and back. Mellow maple finish. 6 legs, 27x15-in. top 35 in. high overall. Matching swivel chair has seat 12x12 1/2 in.; adjusts from 12 1/2 to 18 in. from floor. Shipping weight 50 pounds.

79 N M9179 Desk and chair \$28.39



NEW! ARMY TRAINING CENTER

Over 147 pieces Howitzer and Machine Gun actually shoot!

- If pieces were bought separately, this big play army would cost over \$10
 - The "General" (in charge of the living room floor) can have many accessories packed hours planning sham battles and training his specialist-soldiers
- About 98 Vinyl plastic soldiers in various poses: on parade, marching with rifles and flags. Also combat soldiers firing bazookas, charging with rifles and bayonets, firing rifles, throwing hand grenades, bearing stretchers, etc. Accurately detailed for realistic effects. 2 stretchers also included.

Big Headquarters Building measures 11 x 7 x 6 inches high. Constructed of durable metal. Realistically lithographed. All edges turned for strength, safety. Very easy to set up. Plastic furniture for Headquarters includes: desk, swivel chair, army switchboard, rifle rack, crate, waste basket, map table, file cabinet, bench and side chairs.

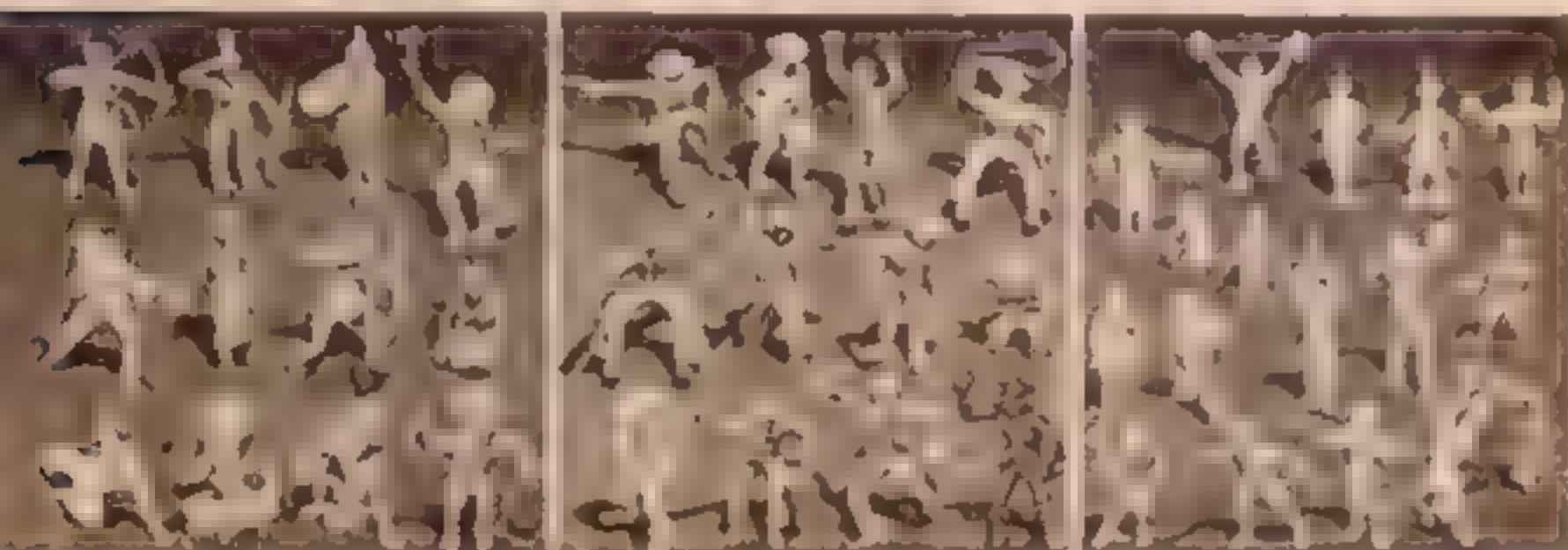
Army Field Equipment includes: New 5-inch howitzer and 3 1/4-inch machine gun which actually eject the small dummy bullets. Other equipment: rifle on tripod, tents, stacked rifles, bazooka gun, flag, trees, rocks, half track, scout car, 16 sections of fence.

79 N 05920—Shipping weight 6 pounds. Complete 147-piece set \$5.89

22-piece set of extra soldiers (not illustrated) in a variety of positions.

49 N 5976—Set of 22 soldiers. Add set to 79 N 05920 above. Shipping weight 10 ounces

\$5.89



Extra 3-dimensional Figures

Every youngster loves to add to his favorite cowboy, Indian or circus set. All soft vinyl plastic accurately detailed. Variety of poses. Sizes up to 2 3/4 inches high depending upon position. Shipping weight each set 10 ounces.

- | | | |
|--|---|---|
| 12-pc. Indian Set. Chief, braves, squaws, etc. | 13-pc. Cowboy Set. Outlaws, sheriff, cowboy, etc. | 17-pc. Circus Performers. Clowns, trapeze artists, jugglers, etc. |
| 49 N 5977. 87c | 49 N 5978. 87c | 49 N 5979. 87c |

87c

232 . . SEARS, ROEBUCK AND CO. N



New! The stage is set for year-round enjoyment. Three-dimensional model sets in sturdy metal and durable plastic . . . straight from the wonderlands of excitement and adventure. Never before, in all our toy history, has such accurate scaling and lifelike detail been offered at such low prices.

Mineral City . . Roy Rogers, Dale Evans

- An exact replica of an Old West town, complete with buildings, accessories, horses, cowboys, Roy, Dale, etc. **\$5.89**
 - Colorful lithographed metal building unit 27 1/2 x 6 x 9 in. Shows hotel, barber shop, express office, waiting room, bar-room, etc. Turn it around and inside is just as realistically detailed with:
 - 25 pieces molded plastic furniture . . . bedroom furniture for the hotel, teller's cage and slanted top table for bank, swinging doors, bar table, barber shop bench, barber chair, etc. All furniture well detailed.
 - 19 outside pieces . . . durable plastic. Hitching rails, lamp post, feed sack, barrel, bench, watering trough, crate with rifles, lantern, etc.
 - 21 plastic figures including Roy, Dale and dog Bullet . . . typical poses . . . running, shooting, riding, fighting, etc. (Standing man 2 3/4 in. tall.)
 - 5 horses, 2 calves, buckboard, saddles, bridles, fence, trees, cactus, etc.
- 79 N 05923—Over 80 pieces. Sets up easily without tools. Wt. 5 lbs. . . . \$5.89

Roy Rogers Double R Bar Ranch Rodeo

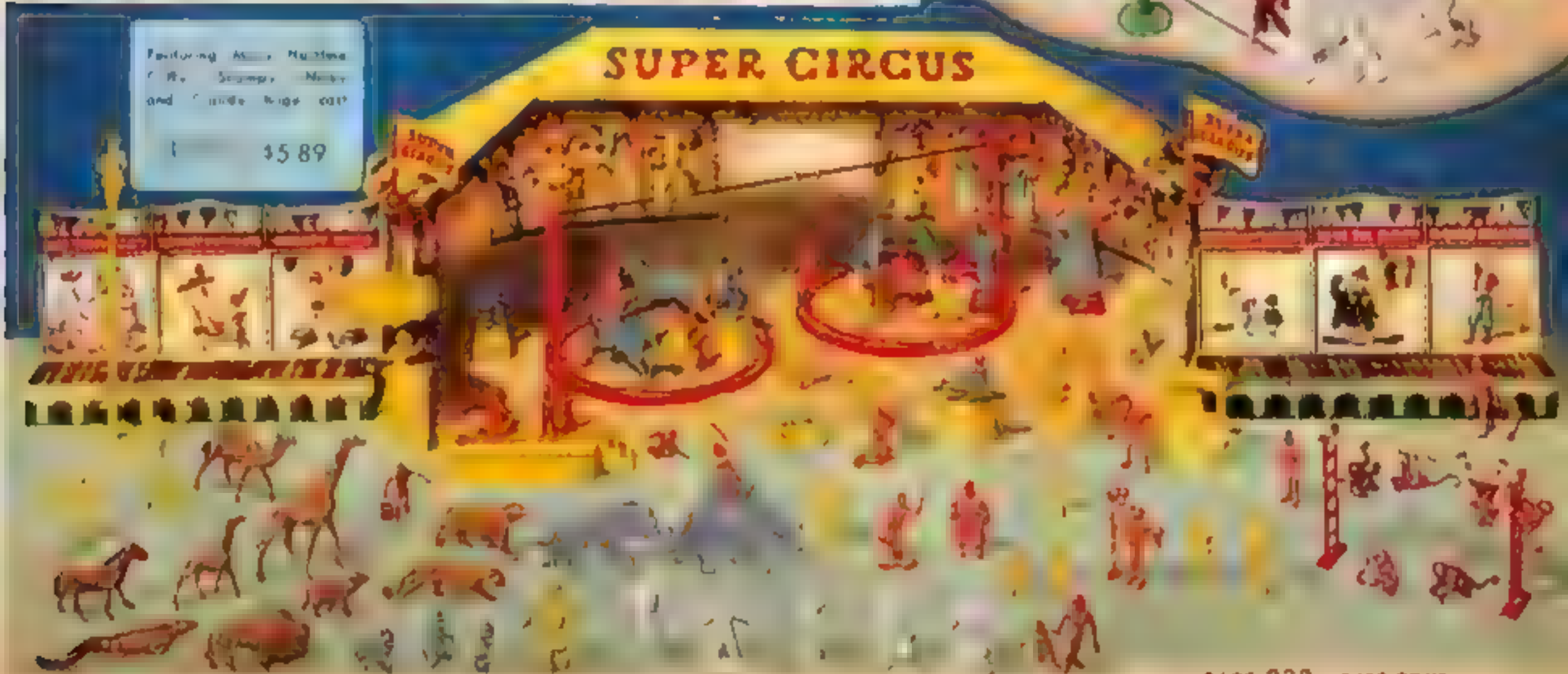
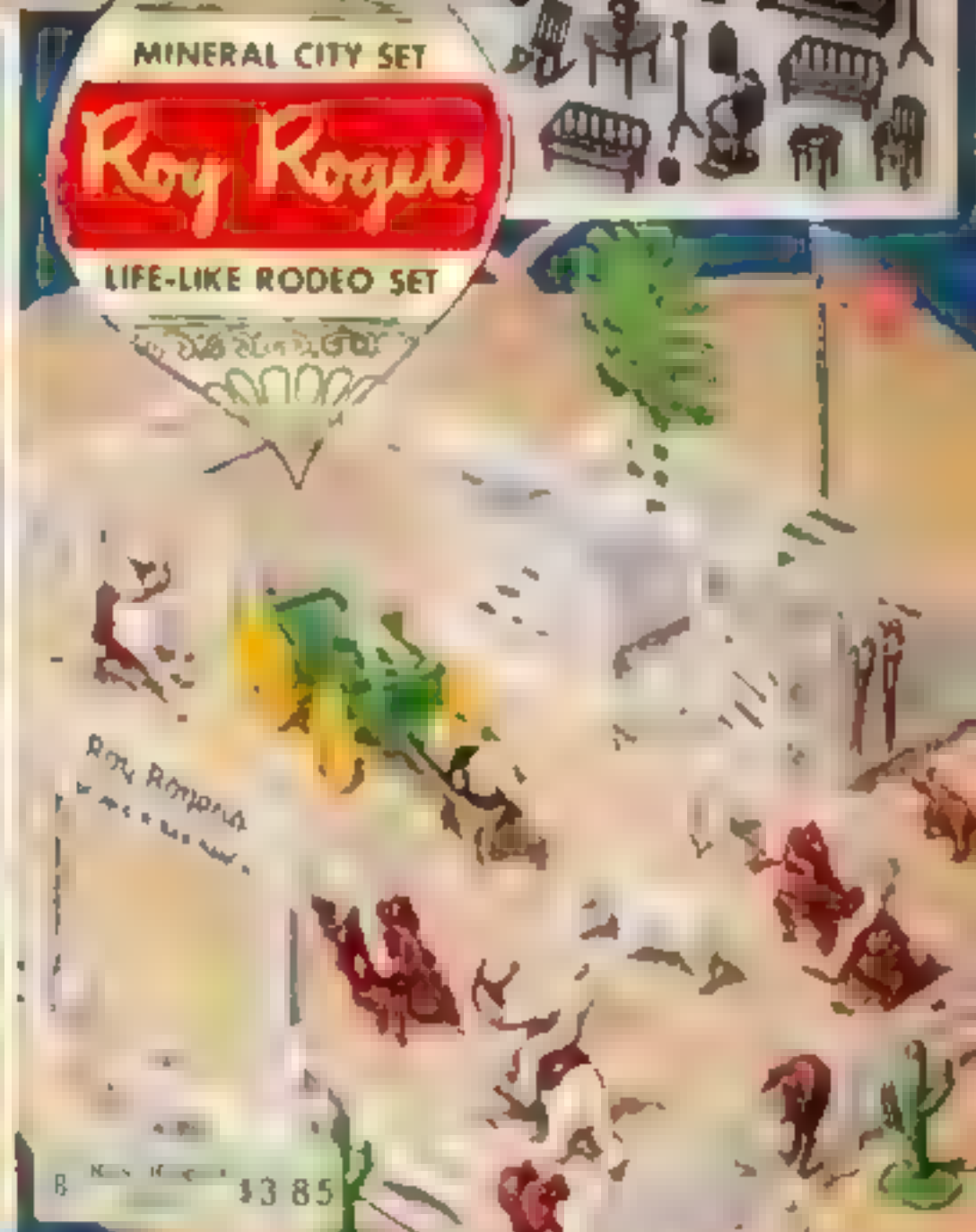
- Roy Rogers, Dale Evans and 8 cowboy rodeo figures, molded in lifelike vinyl plastic. Standing figures 2 1/4 in. high, others in proportion. Shows cowboys with lassos, whips, with bucking horses and steer. Eight rodeo animals include rearing horse, bracing cow pony, etc. (Even a small calf for branding.)
 - Three-stall rodeo chute with swinging gates. 9 1/4 in. long; 4 3/4 in. wide; 4 1/4 in. high. Molded in sturdy plastic with authentic detail. Six removable saddles and reins for horses, molded in soft flexible vinyl so that young cowhands can put them on or take them off. Plastic buckboard wagon with seat has realistic spoke wheels. Equipped with vinyl harness to permit hitching and unhitching horse. Cactus, tree, flag and pole, etc. 12 sections interlocking fence . . . Double R Bar archway.
- 49 N 5922—Sets up easily without tools. Shpg. wt. 2 lbs. . . . \$3.85

Tom Corbett 25th Century Space Academy

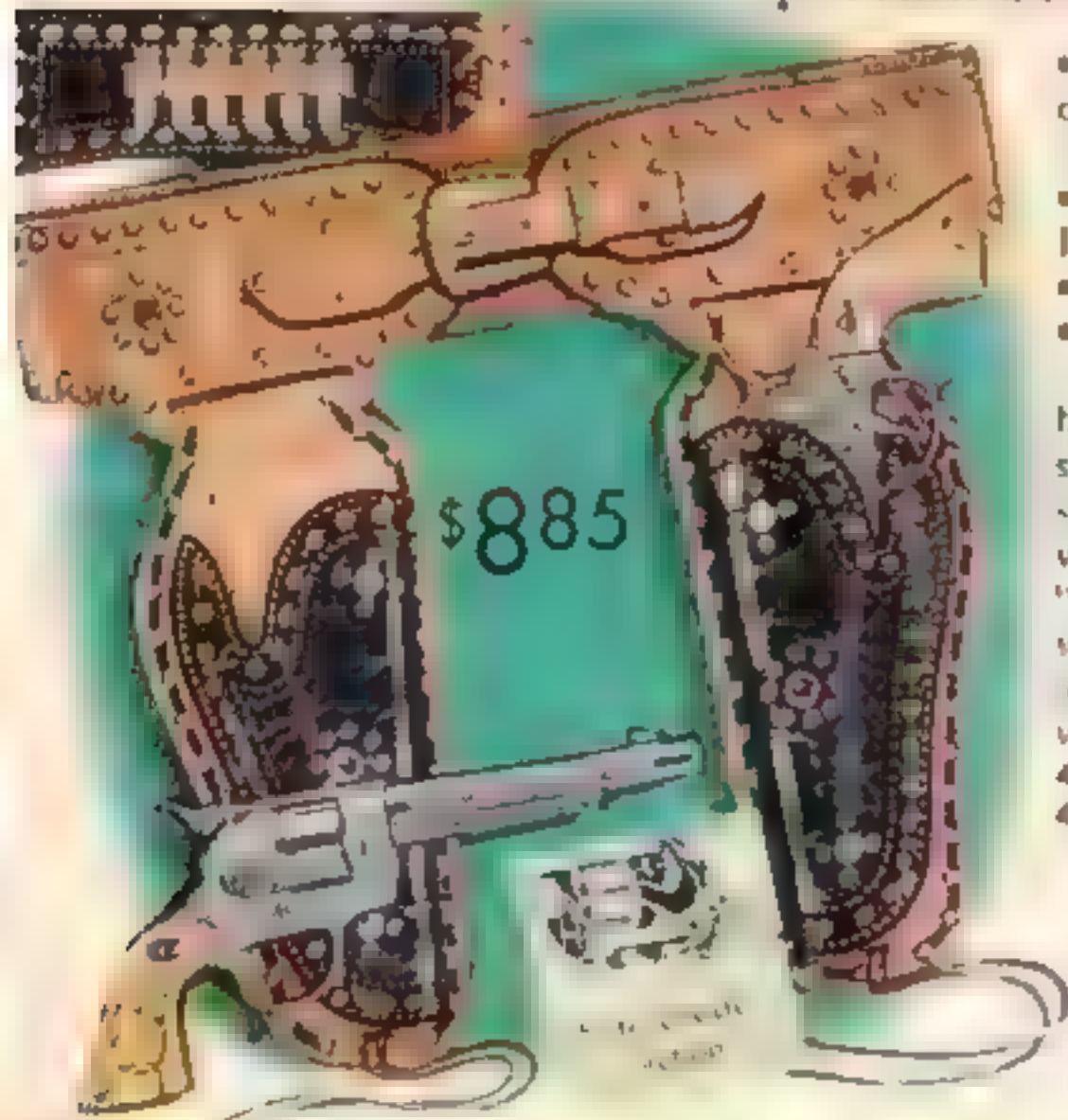
- Plenty of action! Official model of Tom Corbett's Space Academy . . . rocket ships, flying saucers, radar, shooting rocket guns plus Tom Corbett Space Cadets in uniform or in space suits. Also, some of Tom's enemies, men from Mercury, etc. **\$5.89**
 - **Space Academy Building** 12 in. long; 6 3/4 in. wide, 11 in. high. Made of steel with lithographed futuristic design. Insignia on tower. Plastic observatory dome with sliding hatch. Academy enclosed by 8 interlocking wall sections. Massive gate has swinging doors.
 - **Outside Equipment:** Observatory dome (for Academy bldg.), multiple fuel storage tank, radar unit with antenna, supply warehouse, gravity chamber, searchlight unit, relay tower, telescope, multiple disc antenna, futuristic camera, ray gun, space rocket car. Clicker with space code.
 - **Action accessories:** Two flying saucers with launching platform. Simply release lever and saucer rises into space. Three streamlined rocket ships with 1 rocket catapult platform. Spring mechanism shoots rockets, which are molded of plastic with soft vinyl tip. Rocket shooting pom pom gun shoots small pellets against enemy. (10 plastic shells included.)
 - **Space cadets and space people:** Sixty figures molded in flexible plastic. Includes Tom Corbett, space cadets, men from space, frogmen, and others. 15 have removable transparent helmets. Others have ray gun, geiger counters, etc. Academy equipment includes instruction chart on easel, flight file, instruction table, control chair, cadet desks, control panel unit, benches, ladder with platform, etc. Realistically detailed.
- 79 N 05930—Sets up easily without tools. Shpg. wt. 5 lbs. \$5.89

Super Circus with Mary Hartline Cliffy—Scampy—Nicky—Claude

- Hurry! Hurry! Hurry! It's colorful, it's true-to-life. Complete set with all necessary equipment . . . bars, trapezes, circus people all of plastic. **\$5.89**
 - **Large Steel Tent.** Colorfully lithographed, 24 1/2 in. long; 10 1/4 in. wide, 9 1/4 in. high. Easy to set up without tools. Also, 2 metal midway signs, with all necessary wires for tight ropes and trapezes. Set of rings, bars, ladders, pedestals, etc. Other circus accessories include barker's booth with umbrella, popcorn wagon, performer's platform, pedestals, barrels, etc. 35 circus people in various positions: bare-back riders, tight rope walkers, clowns, strong man, sword swallower, pre eater, ring master, lion tamer, man on stilts, vendors, visitors. Sizes from 1 1/4-in. midgets to 2 3/4-in. tall man. 21 circus animals: 6 monkeys, elephants, horses, lions, dogs, seal, etc. 10 wild animals: giraffe, baby giraffe, tiger, camel, alligator, bear with cub, leopard, buffalo, zebra, etc. It's easy to put on your own playtime shows with this thrilling set.
- 79 N 05931—Sets up quickly without tools. Shipping weight 5 lbs. . . . \$5.89



NEW! De Luxe Top Grain Set . . authentic styling



\$8.85

- Genuine top grain cowhide . . . right out. Back on natural . . . topbands."
- BIG nickel-plated 11½-in. SIDE LOADER pistols, revolving cylinders
- BIG two-tone double holsters
- Leather hand-lamed leg ties

Any young ranchero will feel like his favorite Western hero when he sports OUR BEST holster set. Holsters about 13½ in. long . . . decorated with simulated jewels and tuckled "studs." Three-section slatted belt with leather lacing, adjusts for 22 to 32-inch waist. Leather leg ties. Shipg. wt. ea. 3 lbs. 5 oz.

49 N 2670—Cap-firing pistols . . . \$8.85
49 N 2671—Non-firing pistols . . . \$8.85



\$5.89

New! "Alligator" Set

- 2 big nickel-plated Western SIDE LOADER 11½-in. pistols Revolving cylinders
- Split cowhide leather belt, holsters embossed with alligator design. Santa Fe white background. 4-point cutout trim. 2½-in. alligator belt and holster have felt backing. Simulated jewels, chrome studs, Western buckle. Fits 22-32 in. waist. Leg ties. Big pistols for big boys.

49 N 2795—Cap-firing pistols
49 N 2796—Non-firing pistols
Shipg. wt. ea. 3 lbs. 2 oz. Each \$5.89

Black and White Set

Here's a double holster set that's fancy, but tough, and ready for action. Split cowhide Wyoming sling-style holsters have chrome studs and metal steerhead conchas. Plastic "hand-lamed" sides and leg ties. Decorated belt has 3 dummy bullets and 1½-in. western buckle. (Fits boys' waist sizes 22-32.) 9¾-in. break barrel nickel-plated pistols.

49 N 2791—Cap-firing pistols
49 N 2792—Non-firing pistols
Shipg. wt. 2 lbs. 4 oz. \$4.55



\$3.98

Official Roy Rogers Holster Set. Roy and Trigger embossed on antiqued-finish 10-in. split cowhide holsters. Initials "R R" on holster studs. Plastic leg ties. 2 Roy Rogers nickel-plated 7-inch break barrel air-shooters. 1-in. adjustable belt. Western buckle. Wt. 2 lbs. 4 oz.
49 N 2808—Cap-firing pistols . . . \$3.98
49 N 2809—Non-firing pistols . . . \$3.98



\$2.98

NEW! Yippee Set. A low-priced Embossed Top Grain Set. Hard-playing boys and girls will like this natural top grain leather. 9-inch holsters decorated with chrome studs and simulated jewels. Embossed belt with 6 dummy bullets; 1½-in. Western buckle. Ranger nickel-plated break barrel 8-inch repeater pistols. Fits boys' waist sizes 22-32. Shipg. wt. 1 lb. 14 oz.
49 N 2785—Cap-firing 49 N 2786—Non-firing \$2.98

Notice: Residents of Cal., Del., D.C., Idaho, Iowa, Miss. N. J., N. Mex., W. Va., Wyo. order non-firing guns. Firing pistols not sold to minors under 16 in Ohio and Wash.



\$2.98

Top Grain Single Set. 12-in. "Wyoming style" natural embossed leather holster. 9¾-in. break barrel nickel-plated pistol. 2½-in. tapered belt fits 22-32-in. waist. Western buckle.
49N2787—Cap-firing
49N2788—Non-firing
Wt. 1 lb. 8 oz. Each \$2.98



\$4.99

Leather Chap Set

- NEW! Split cowhide chap and vest set for extra Wild West thrills
- Honey brown color with black and red trim

Leather belt with Western buckle, suede-like cotton leg straps on back. Decorated with chrome studs, amine conchas. Kerchief included. Shipg. wt. each 1 lb. 12 oz.

49N2810—Small (Age 4-6) \$4.99
Waist sizes 18-30 inches
49N2811—Med. (Age 7-9) \$4.99
Waist sizes 20-33 inches
49N2812—Large (Age 10-12) \$4.99
Waist sizes 22-35 inches



\$1.99

Economy Chap Set

Durable suede-like cotton. 2-tone brown with beige fringe trim. Steerhead concha. Adjustable cotton belt; leg straps on back. Kerchief included.
49 N 2779—Small (Age 4-6)
Waist sizes 18-30 inches
49 N 2780—Medium (Age 7-9).
Waist sizes 20-33 inches
49 N 2781—Large (Age 10-12)
Waist sizes 22-35 inches
Shipg. wt. ea. 1 lb. Each \$1.99



\$1.49

Thrifty Single Set

2-tone 10-in. split cowhide (Natural on Cherokee red.) Holster has studs and metal steerhead concha. Belt with Western buckle fits boys' waists 22-32-in. Plastic leg ties 8½-in. nickel-plated break barrel pistol. Shipping weight 14 oz.

49 N 2783—Cap-firing \$1.49
49 N 2784—Non-firing \$1.49

Cowgirls' Skirt and Vest Set

Reindeer-color suede-like cotton; looks and feels like real leather. For fun-loving heroines of Western "goodguys." Skirt and vest with drawstring. Suede fringe on vest and skirt. Western conchas on skirt. Kerchief incl. Order holster to go with outfit.

49N2715—Small (Ages 3,4,5)
49N2716—Med. (Ages 6,7)
49N2724—Large (Ages 8,9,10)
Shipg. wt. ea. 1 lb. Ea. \$2.49



\$2.49

Roy Rogers

"Movie" Alarm
—at Cut Price



Roy and Trigger gallop (with each tick) on colorful Western scene dial

WAS \$3.28 \$2.79

Roy and Trigger gallop with each tick. Scene dial is a high "Desert Sand" color. Case is Green, Sky Blue (light), or dark Saddle Brown. Stainless Steel. Wt. 1 lb. 6 oz. 4 N 7306E-In gift box. . . . Special Christmas Price \$2.79

Hopalong Cassidy

\$7.65



To get a cowboy's time, time "Hopalong Cassidy" wrist watch. Hopalong gallops on the dial. Case is chrome-plated steel. Back is stainless steel. Buckle is stainless steel. Buckle leather. Texas-style strap. By U.S. Time 4 N 1864E \$7.65

Fairy Tale Favorites



Snow White watch for girls. Complete with "Magic Mirror." Mirror is built into "portrait style" box; easel on back for standing it up. Seven dwarfs pictured on gift box. Chrome-plated case; stainless back. 4N1881E-By U.S. Time \$7.65



Cinderella watch for girls. With "magic glass slipper." Pocket on back. Disney gift box. Pink dial shows Cinderella dressed in blue for Prince Charming's ball. Chrome-plated, stainless back. 4N1888E-By U.S. Time \$7.65



"Hopalong" Field Glasses. 3-power lenses. Sturdy neck strap. "Hoppy" is pictured on the black metal frames. Gift boxed. 4N6284E-Wt. 1 lb. \$2.39

Tom Corbett, Space Cadet Field Glasses. Artistic leather carrying case with "Hoppy" on it. 3-power lenses. 4N6285E-Wt. 1 lb. \$2.98

"RODEO" WATCHES

Dale Evans

Roy Rogers

FAVORITE WESTERN STARS

Dale Evans Watches for Girls

Dale Evans, Queen of the West—with Trigger, her golden palomino horse, on a scene for young girls. . . . \$4.95

with strap

A 4N1869E—Watch with Texas-style saddle buckle, leather strap. Silver-color metal buckle and tip. . . . \$4.95

B 4N1871E—Watch with Texas-style saddle buckle, leather strap. Silver-color metal buckle and tip. . . . \$6.95

Roy Rogers Watches for Boys

Roy Rogers, King of the Cowboys, with Trigger, his golden palomino horse, on a scene for young boys. . . . As low as \$3.95

with strap

C 4N1868E—Watch with Texas-style saddle buckle, leather strap. Silver-color metal buckle and tip. . . . \$3.95

D 4N1860E—Watch with Texas-style saddle buckle, leather strap. Silver-color metal buckle and tip. . . . \$4.95

E 4N1845E—Watch with Texas-style saddle buckle, leather strap. Silver-color metal buckle and tip. . . . \$6.95

F Roy Rogers Sterling Silver Expansion Watch Band with . . . \$2.95

GOOD—with husky Texas-type leather strap

BETTER—Extra small, coin Texas-type strap

BEST—with auto-graphed plate, "for or sink" expansion band

ROCKY JONES, Space Ranger

TOM CORBETT, Space Cadet

SPACE EXPLORER

Genuine Jeweled Compass in the crystal

"Out of This World" Watches for Space-Happy Youngsters!

Rocky Jones, Space Ranger—a watch with a picture of Rocky Jones and his golden palomino horse, Trigger, on the dial. . . . \$3.95

4N1915E \$3.95

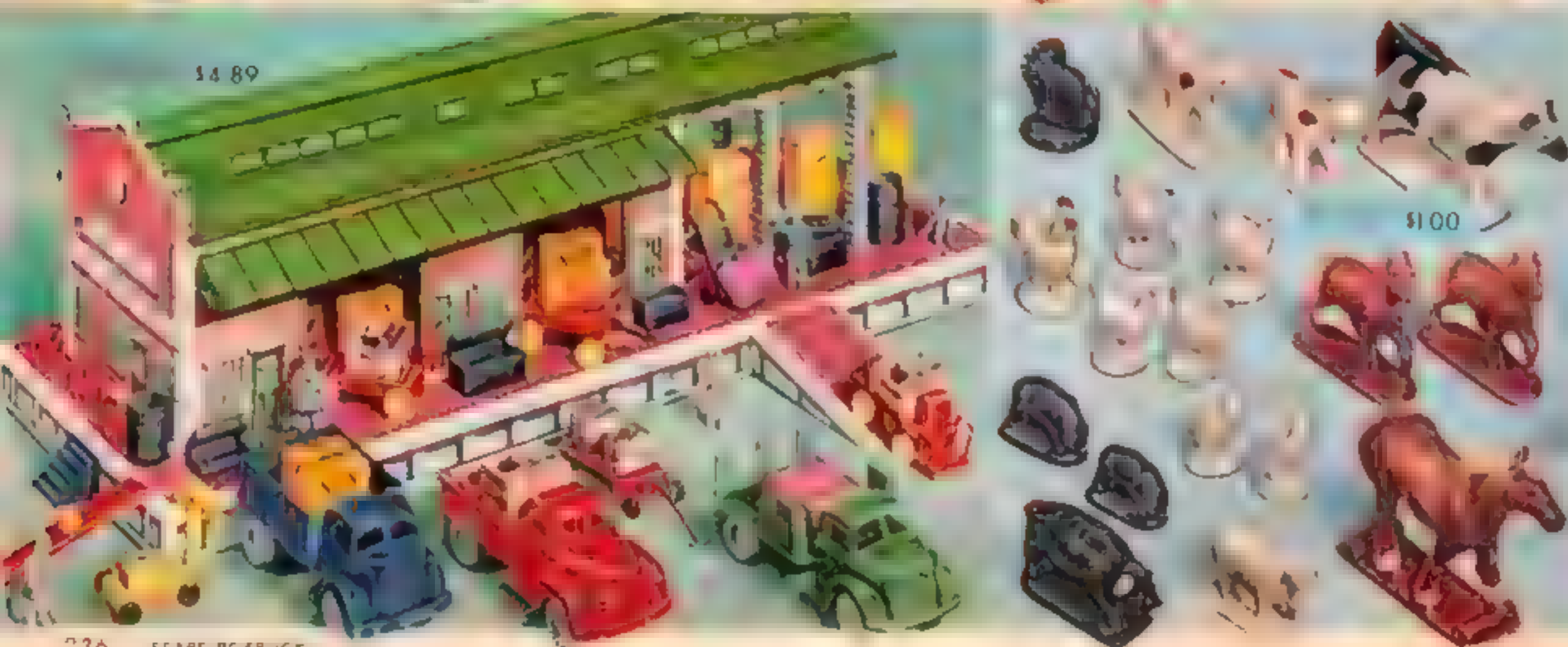
Zoom! It's Tom Corbett, Space Cadet, with a picture of Tom Corbett and his golden palomino horse, Trigger, on the dial. . . . \$4.95

4N1916E \$4.95

Space Explorer—the interplanetary captain who has to know exactly where he and his operators are at all times. Jeweled compass in the crystal. . . . \$5.95

4N1917E \$5.95

Watches with 4 or 6 expansion band. . . . Bands and straps specially made to . . .



A "FARM" OF HIS VERY OWN

with Barn, Silo, 69 other pieces

Put real farm scenes under your tree



What fun running haylift . . . hoisting plastic bales of hay into the hayloft!



Look how this realistic plastic litter carrier slides along overhead rail



Look! Plastic tractor hitched too, pulls any of thirteen implements in set.

A Always something to do on this little farm . . . hundreds of chores to keep little play farmers busy for months. Big hipped-roof metal barn. Realistically lithographed sheet steel. Edges turned for strength, safety. Open at back; animals can be put in stalls. Barn is 9 1/4 in. high, 9 1/4 in. wide, 13 1/2 in. long. Has haylift and litter carrier that slides on overhead rail. Big 10-inch silo of sturdy brightly lithographed steel with plastic roof. Plastic tractor; plastic implements to hitch to tractor. Authentically detailed . . . everything a real farmer uses. Tractor, scraper, spiked-tooth harrow, corn planter, high-lift scoop, plow, stone boat and wagon. 18 colorful molded plastic farm animals and fowl; cows, calf, saddle horse, colt, sow, baby pigs, goat, sheep, lamb, duck, ducklings, hen on nest, chicken, baby chicks and dog. All the animals you find on a farm. Horse is 2 3/8 in. high, others in proportion. Also 6 miniature birds. Plastic milk pick-up platform; milk cans. 16 sections of plastic fence. Plastic barn accessories. Includes feed bags, bales of hay, feed box, feed trough, pitch fork, shovel, block and tackle, milking stool, cow stall, etc. Barn, silo shipped flat. Easy to set up without tools. Implement, animal content may vary slightly.

79 N 05950—Instructions included. Shpg. wt. 8 lbs. Complete set \$4.99

16-piece Molded Rubber Equipment Set Looks like late model farm implements



Implements hook to tractor



Hitch horses to implements



Roomy shed, doors open

B Now your youngsters can have miniature farm implements. Happy-Time rubber implements are modeled after Sears famous DAVID BRADLEY line. Realistically molded of washable, brightly-colored rubber . . . almost unbreakable! Easy-rolling wheels. Two-horse team (3 1/2 inches high), two-piece harness, whiffletree, heavy duty tractor (Allstate rear tires) farm wagon, plow, mule, manure spreader, hay wagon, mower, pulverizer, scraper and hay loader. All implements can be attached to either tractor, horses or both. Whiffletree permits hitching team to implements without unharnessing horses. Or, back them up and hitch to wagon shaft. Turntable shaft lets front wheels make sharp turns. Packed in roomy corrugated cardboard shed with perforated doors that open.

49 N 5901—Shipping weight 3 pounds, Complete 16-piece set \$1.98

18-piece Rubber Farm Animal Set

C More true-to-life molded rubber miniature farm animals and fowl for Happy-Time Farm Sets. Washable rubber appropriately enameled. Practically unbreakable. Big 18-piece set includes horse, 2 colts, cow, 2 calves, hog, 2 little pigs, 2 ducks, rooster, 4 hens, turkey, one sheep. All stand on solid bases. Horse 3 3/8 inches high, cow 3 3/8 inches long, other animals in proportion. Add a set of animals to Happy-Time Sets above.

49 N 5941—Shipping weight 1 pound 4 ounces 18 piece set \$1.00

57-PIECE TOY TOWN FREIGHT TERMINAL Complete with Trucks, Cargo, Baggage

D Loaded with exciting play value. Toy Town Freight Trucking Terminal is a gift to thrill any youngster. Plenty of make-believe jobs for all the kiddies . . . truck driver, freight checker; terminal manager. Fully equipped and ready for business . . . 57 pieces in all. Big 29x11x9-inch terminal made of sturdy lithographed metal . . . has loading platform, offices and storage areas. Metal ramp and barrel slide for loading and unloading freight. Five plastic figures doing chores at terminal . . . sweeping, carrying crates, handling and checking freight, etc. Equipment includes: 3 large plastic trucks, live skid; dummy scale; 3 plastic baggage wagons, 6 wooden barrels; 24 empty food cartons, etc. Brightly lithographed green tile roof, red brick walls. Lithographed claims office and cashier's window inside. Bright colors, durable reinforced construction. Safe . . . all turned edges. Shipped flat. Easy assembly.

79 N 05946—Shipping weight 5 pounds 57-piece play set \$4.89

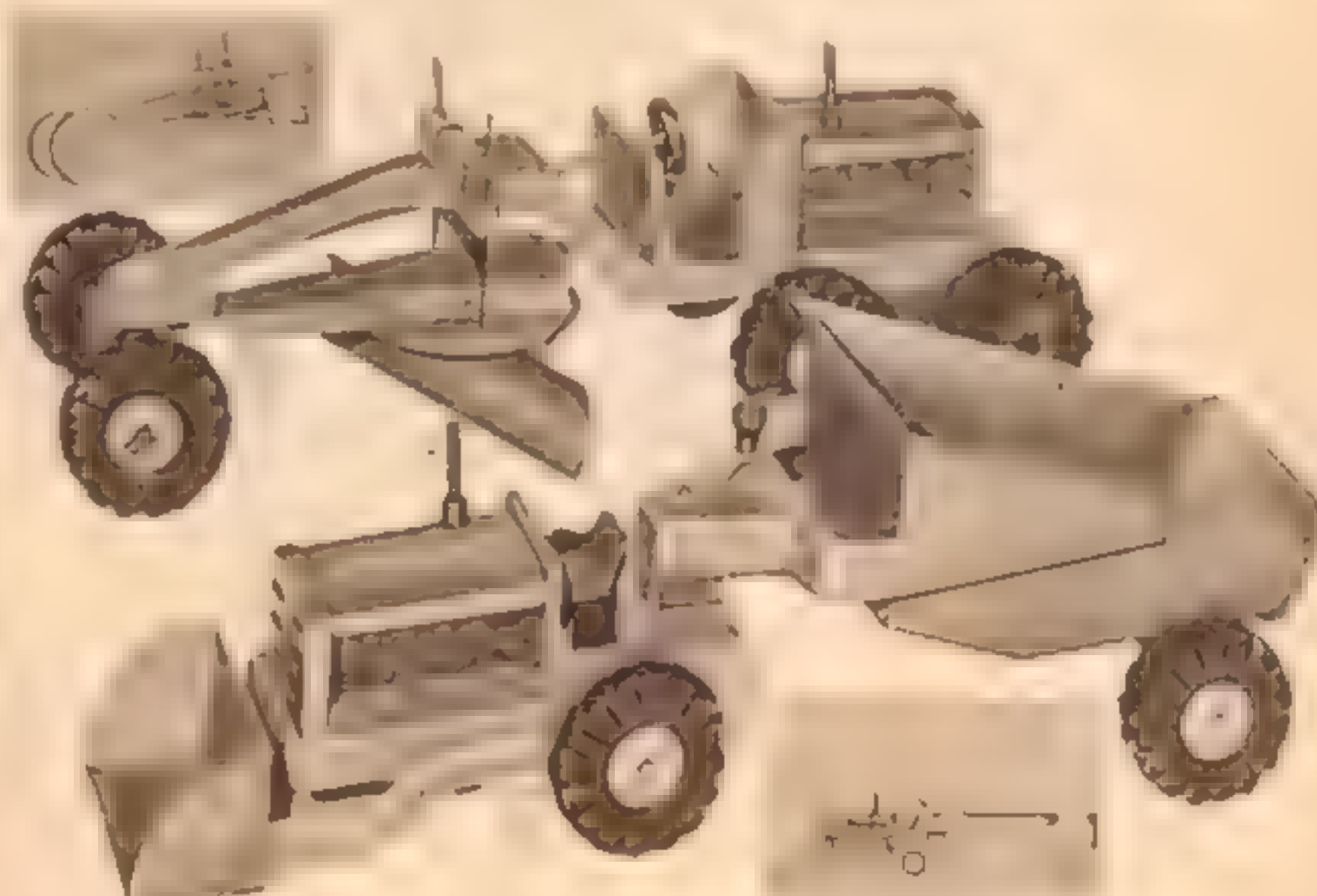


NEW! Paint-your own Village . . it's creative fun

- Over 70 pieces! Miniature village accurately scaled, detailed
 - 8 sturdy white plastic houses and buildings in 3 dimensions
 - 14 sections (3 feet) of interlocking fence
 - People, animals, accessories (18 pieces)
 - 7 assorted vehicles plus 6 unit 1 1/4 in. tiny train
 - 20-piece set of plastic hedges and trees
- No need to do different! Fun for young and old to paint the buildings, people and animals! Add more backgrounds yourself from any materials of your own you have on hand . . . but this village is complete and accurate to the smallest detail. Ranch style house 6 1/4 x 2 1/4 x 2 inches high . . . all other pieces (barn, market, gas station, church, colonial houses) are in proportion.

49 N 5963—Shipping weight 3 pounds 6 ounces

70-piece unpainted plastic village \$2.98



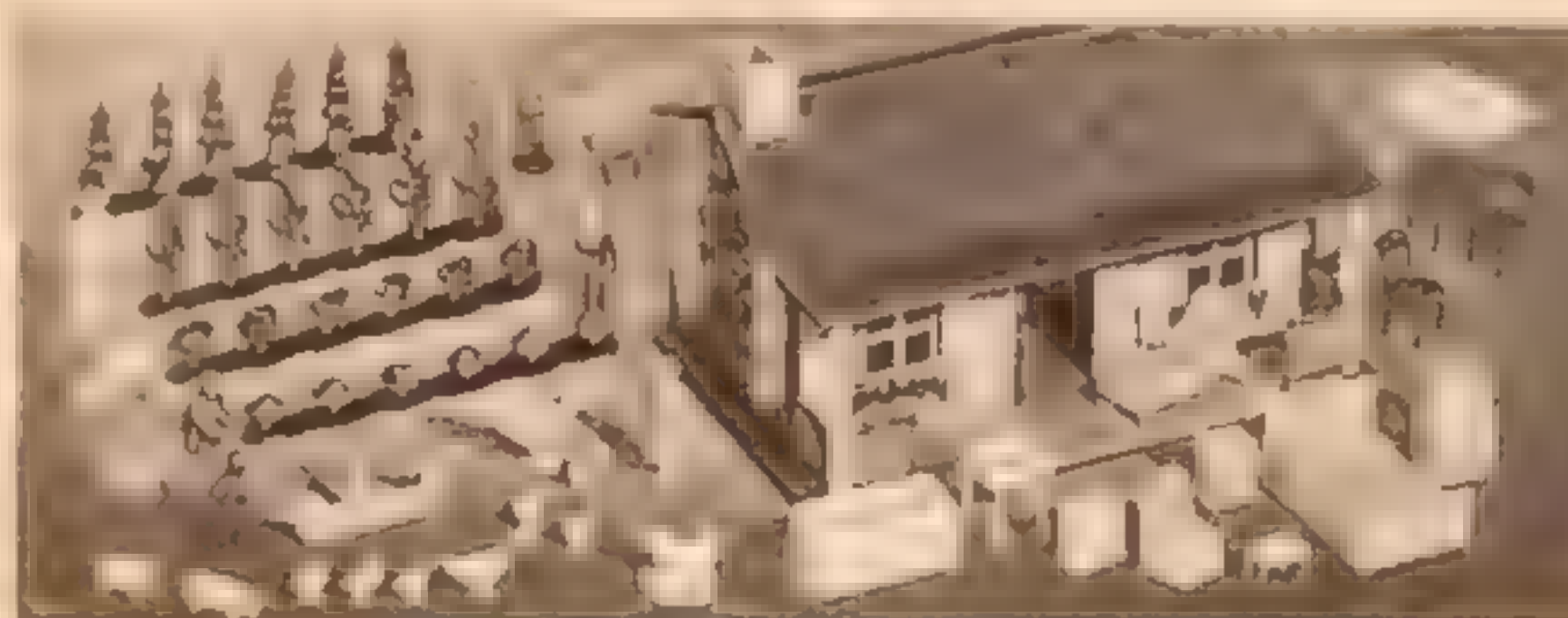
Road Grader and Earth Mover . . working models

• Authentically designed heavy gauge steel scale models . . dummy plastic engines

• Reinforced construction . . realistically detailed . . heavy duty rubber tires

E Road Grader. 19 inches long. Six large wheels. Adjustable scraper raises or lowers. Cab has steering wheel to manipulate front wheels of grader. Shipping weight 7 pounds. 79 N 05969 \$5.45

F Earth Mover. Sturdy construction with rubber tires (steel insert discs in center). 20 1/4 in. long. Has front loader scoop which loads dump action body. (Dump action with hand crank). 79 N 05968—Shpg. wt. 7 lbs. \$5.45



Combination Sale! House 'n' Garden . . 2 toys in 1

House: Sturdy white metal cottage; colorfully and realistically lithographed inside and out 11x7x6 1/2 inches high. Smooth turned edges. Indoor and outdoor plastic furniture. House shipped flat; sets up without tools.

50-piece Track garden. Molded vinyl plants, animals, tools, people, etc. Farmer 2 3/8 inches tall; others in proportion. 49 N 5953—Wt. 2 lbs. 6 oz.

Was \$3.18
\$2.49
Ct to \$2.49

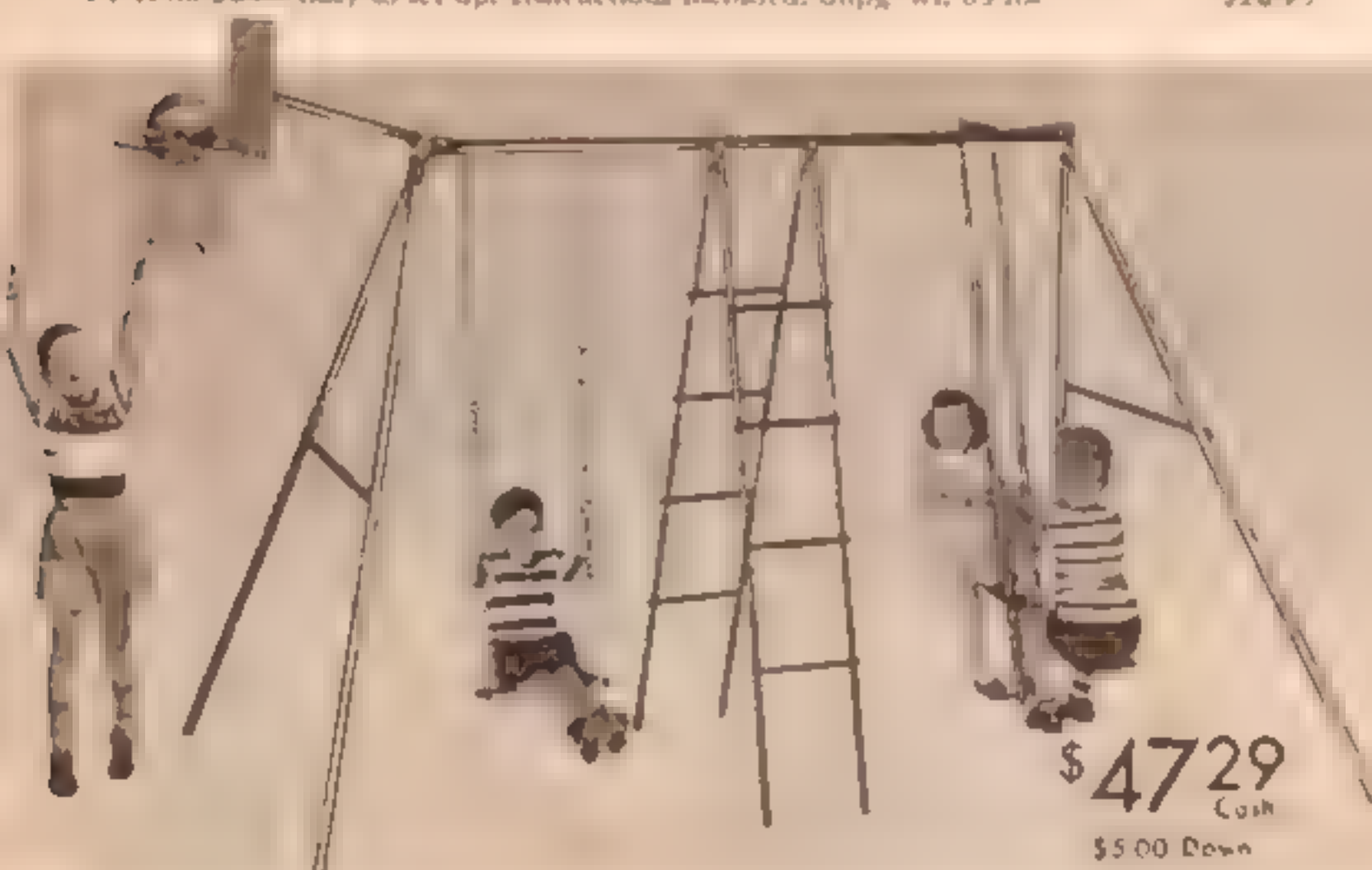


Tube Steel Gym Set with Glide-Ride, 2 Swings

With this popular-priced playground set, youngsters will want to stay safely their own backyard for healthful muscle-building fun. Climbing, sliding, and glide-ride feature—it enables them to get their entire bodies in motion as they swing without help (through a push-pull action). One or two can ride. Glide-Ride level seat swing has tubular steel uprights, handgrips, footrests. Top bar of 2-in. tubular steel, 1½-in. steel uprights. Plated steel chains with ball bearing hangers. Two swings with wood seats. Trapeze bar and rings. Green enamel finish, n. Ground space 5½x10½ ft. Height to top bar 6 ft. 9 in. 79 N M7204—Easy to set up. Instructions included. Shpg. wt. 83 lbs. \$28.95

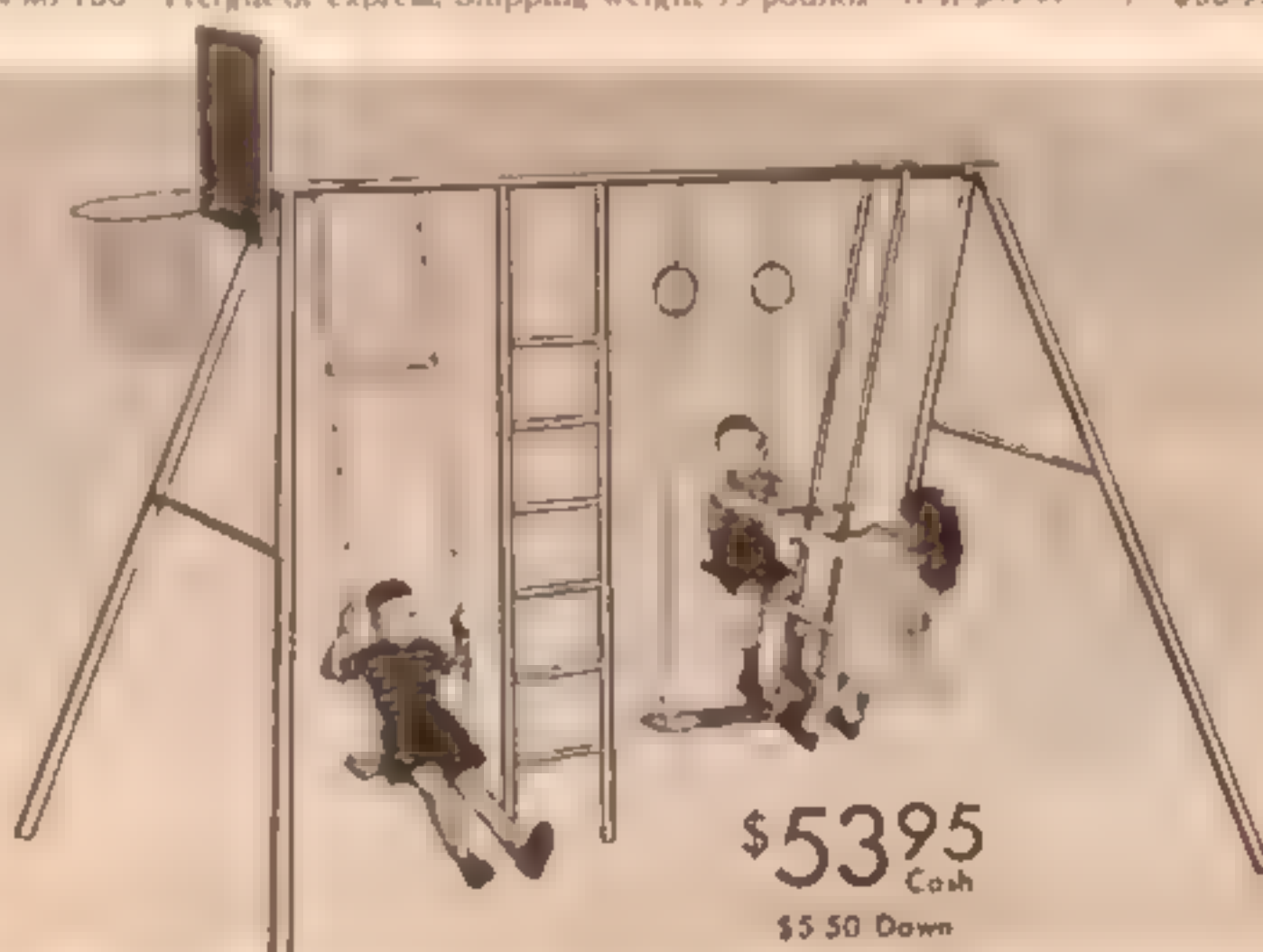
Reduced! Big Gym Set with 2 Swings, Glide-Ride

Larger than set at left. Rigidly braced construction. One or two can ride Glide-Ride level seat push-pull swing, which has tubular steel frame, footrests and handgrips plus hardwood seats. Two-in. welded top bar with V joints for 1½-inch chains. Two swings have non-tilt hardwood seats. Two tubular steel climbing bars. One trapeze bar; one pair of metal rings. High test plated steel chain, ball bearing hangers. Finished in weather-resistant red and green enamel. Takes up 6 ft x 9 ft. ground space. About 7 ft. high. Easy to assemble; nuts, bolts, instructions included. Order for many low cost fun-hours. 79 N M7166—Freight or express. Shipping weight 95 pounds. If set \$35.95 \$35.95



Basketball Frame; Twin Ladders, Glide-Ride

Big variety of body-building fun. Featuring steel basketball frame on wood backboard with cotton mesh net. (Ball not included.) Heavy gauge tubular steel with 2-in. top bar, 1½-in. uprights. 1-in. horizontal and braces double as climbing bars. Plated steel chains, ball bearing hangers bolted to top bar. Glide-Ride has tubular steel uprights, handrests, footrests. In center of set are 2 steel climbing ladders (1 on each side meeting at top bar) enabling child to climb up one down the other. 13-in. wide ladders have 1-in. steel uprights. Swing has non-tilt wood seats. Set takes up ground space of 5½x10 ft. Height to top bar 6 ft. 9 in. Enameled green, red trim. Nuts and bolts included. 79 N M7205—Instructions for set-up included. Shpg. wt. 100 lbs. \$47.29



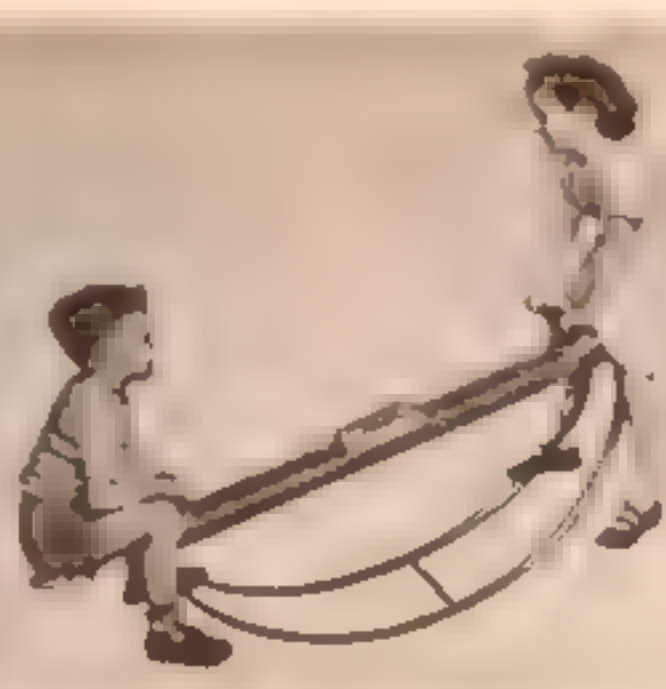
De Luxe Set with Glide-Ride, Ladder, Hoop

Larger than set at left. Extra strong tubular steel top bar and uprights. Plated steel chains with ball bearing hangers. Glide-Ride level seat swing holds one or two, is pumped with air and feet. Two swings with non-tilt wood seats. Trapeze bar and rings can be removed or adjusted. Steel basketball frame on wood backboard has cotton net. Horizontal bracing between uprights at ends. Adjustable as tubular steel climbing bars. Sturdy all steel climbing ladder in center. Set. Trapeze bar and rings add extra play value. All chains tested to hold 20 lbs. Set takes ground space about 6 ft. 9 in. by 11 ft. About 7 ft. 2 in. high to top bar. Enameled green and yellow. Nuts, bolts and instructions included. 79 N M7149—Freight or express. Shipping weight 125 pounds. \$53.95



Indoor-Outdoor Slide

Smooth Masonite Presd-wood slide bed is 4 ft. long, 2 ft. 8 in. high at top, just right for tots. Wood ladder has 3 rungs, hand rails at top. Strong cross bracing at bottom. 79 N 071581—Shpg. wt. 17 lbs. \$6.49 238 . . SEARS ROEBUCK & CO.



Rocking Teeter

Strong steel rockers give fun filled teeter totter action. Sturdy wood cross bracers with 5½x14-in. wood seats and 1-in. wood dowel grips. Seats 17 in. from floor. Teeter board 62 in. long. Brightly enameled finish. One or two can ride. 79 N 07146L—Shpg. wt. 10 lbs. \$5.49



Merry-go-round

Chrome alloy hardened steel merry-go-round for a smooth ride. Whirls around by push pull action on handles, legs. One or two can ride. Has rubber grips, convenient footrests. Shaped seats 17 in. from floor. Tough steel frame about 5 ft. wide. 79 N M7276—Shpg. wt. 37 lbs. \$21.88



Vinyl Western Teepee

Four air cushion plastic tubes inflate by mouth to form 36-in. square base. Each tough, cushiony tube inflates separately, is about 3¼ in. thick when inflated. Plastic cross straps hold the 3-section 38-in. center pole. Flag on top. 49 N 7235—Folded. Wt. 3 lbs. . . . \$4.79



LOOK, BOYS!

A real built-in compass shows directions at a glance... also handy belt clip

\$1.59

Chrome-plated Scout Light with Compass and Flasher... Ideal for camping, hiking!

500-ft. beam Spotlight, PLUS special features for scouting: (1) Switch has Flasher Button for code signalling. (2) Accurate Compass in end of polished chrome-plated solid brass case (3) Belt Clip, handy because it leaves both hands free. Silver-plated reflector. Plastic lens. Length 6 3/4 in. With bulb and two 34 N 4650 batteries. Attractively boxed.

34 N 4444—Complete. Shpg. wt. 15 oz. \$1.59



\$1.20

"Trail Blazer"

Bright red steel case with "Pony Express Rider" trim. 500-ft. beam adjusts for Spotlight or Floodlight. Carry lantern or fasten it to belt or bike. Case measures 2 3/4 x 2 3/4 x 4 in. With bulb and two 34 N 4650 standard-size flashlight batteries. Shpg. wt. 1 lb. 3 oz.

34 N 4801—Complete \$1.20



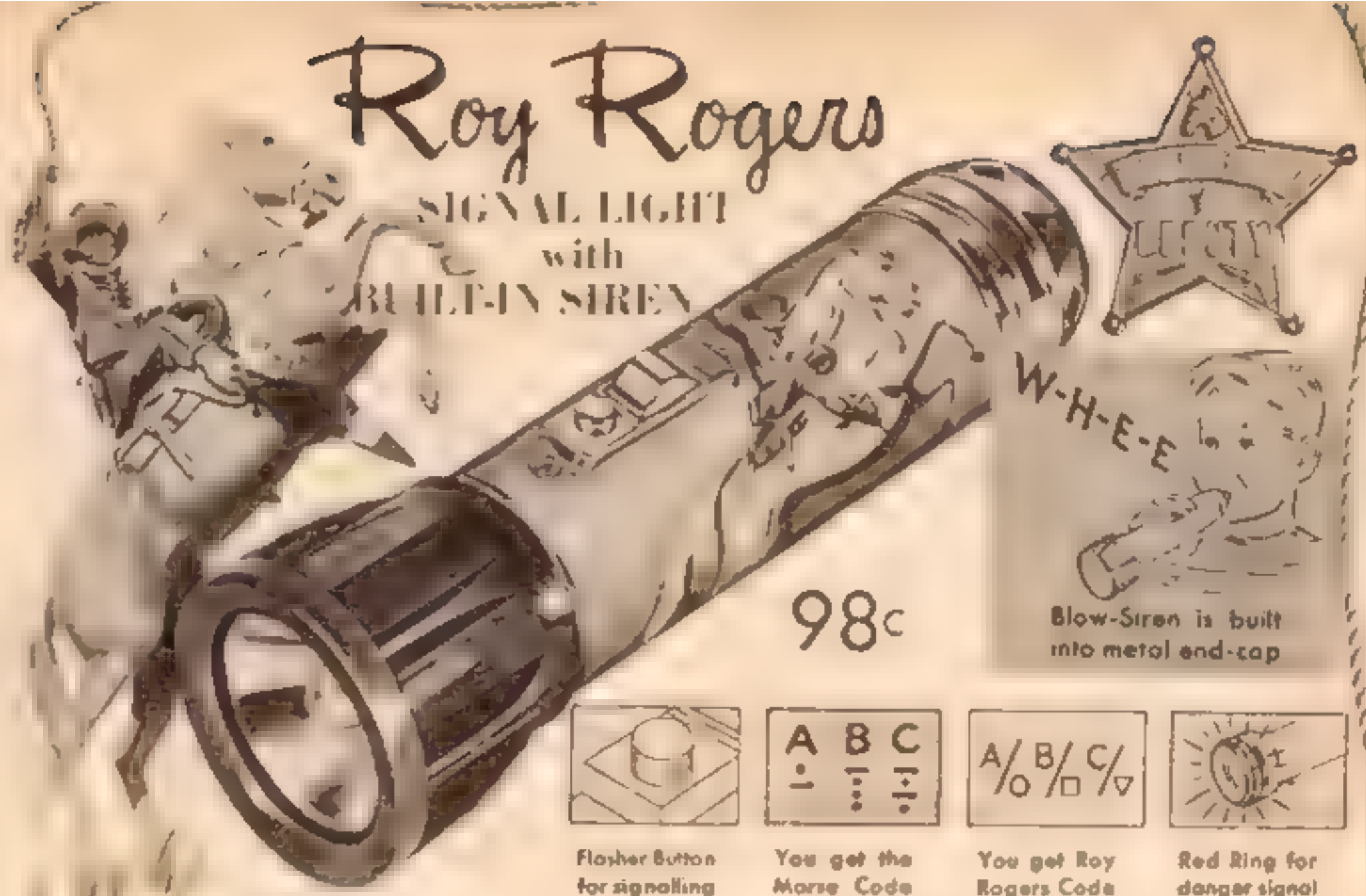
\$3.50

Head Lantern

For Spot or Floodlight. Fastens to head with adjustable strap, clips to belt or bike 2x4-in. case fits pocket. Leaves hands free.

Fine toy for youngsters... a hunting, fishing light for boys or men. With bulb and four standard 34 N 4650 batteries. Wt. 2 lbs. 6 oz.

34 N 4804—Complete \$3.50



Roy Rogers

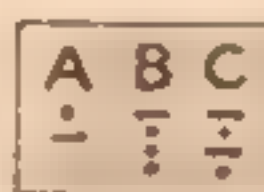
SIGNAL LIGHT
with
BUILT-IN SIREN

98c

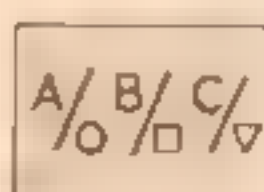
Blow-Siren is built into metal end-cap



Flasher Button for signalling



You get the Morse Code



You get Roy Rogers Code



Red Ring for danger signal

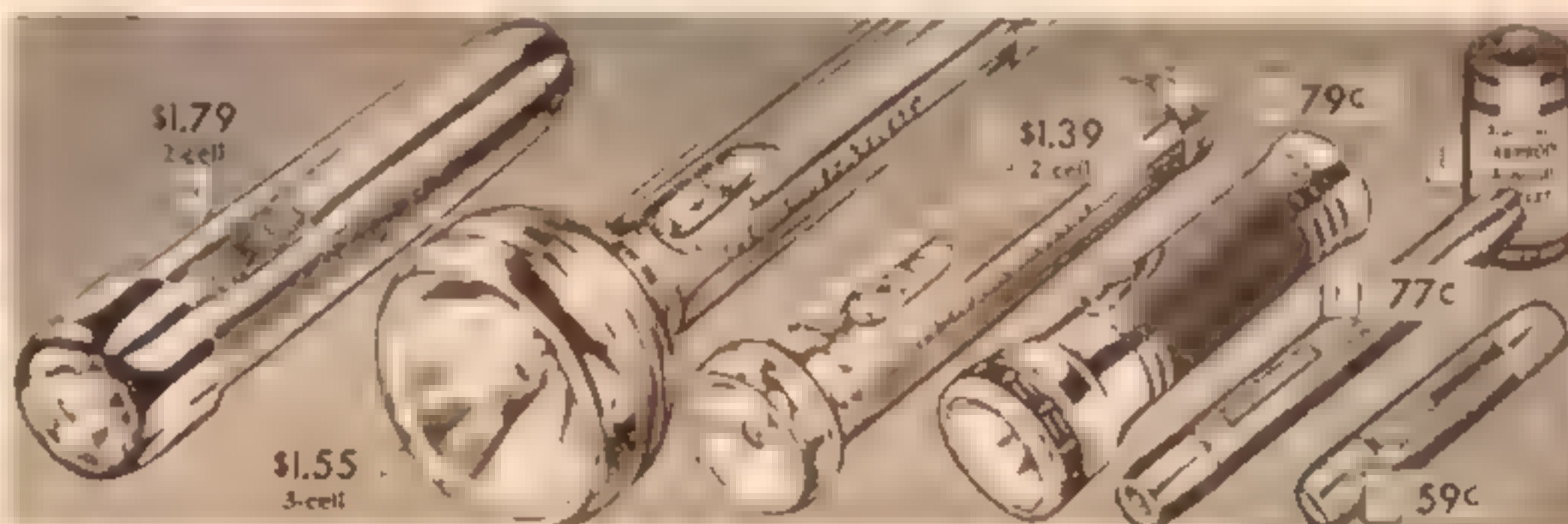
BOYS! GIRLS! Join the Roy Rogers Deputy Club Big 2 1/4-inch Special Deputy Badge Included

A 4 1/4 x 1 1/4 in. for Roy Rogers (and Flashlight, embossed silver-color pin-clasp Star Badge, Morse Code and Roy Rogers Secret Code all packed in gay 4-color box, ready for Christmas ribbon!

Floppy and Colorful. 4-color picture in blue, brown, red, and green of Roy Rogers and his horse "Trigger" lithographed on the steel case.

Pre-focused Spotlight has 500-ft. beam... Red Plastic Hood lights up around rim for danger signal! Siren end-cap is polished metal. 3-position switch has Flasher button for code signalling. Plastic lens. Length 6 3/4 in. Bulb and two 34 N 4650 standard leakproof batteries included

34 N 4422—Complete. Shpg. wt. 12 oz. ... 98c



\$1.79

2-cell

\$1.55

3-cell

\$1.39

2-cell

79c

77c

59c

Homart Flashlights for men, boys and children, too

A Our finest! Two-tone brushed and polished chrome plated over solid brass! Spotlight PLUS floodlight, with switch-controlled focus. Shatterproof Lucite lens. Spare bulb carrier. With bulb; 34 N 4650 batteries.

34 N 4450—2-battery size... 1000-ft. beam.

Length 8 1/4 in. Shpg. wt. 9 oz. ... \$1.79

34 N 4451—3-battery size... 1500-ft. beam.

Length 10 1/4 in. Shpg. wt. 12 oz. \$2.09

B Long-range Searchlights with wide-beam—3 1/4-in. head for hunting, fishing. Flasher button. Chrome-plated steel. Shatterproof lens. Spare bulb carrier. With bulb; 34 N 4650 batteries.

34 N 4469—3-battery size... 1250-ft. beam.

Length 11 in. Shpg. wt. 11 oz. ... \$1.55

34 N 4470—5-battery size... 1500-ft. beam.

Length 14 1/4 in. Shpg. wt. 14 oz. ... \$2.29

C Spotlights with 2 1/4-in. head plus flasher button. Chrome-plated steel case. Plastic lens. Ring hanger. Spare bulb carrier. With bulb and 34 N 4650 standard batteries included

34 N 4459—2-battery... 500-ft. beam. 7 1/4 in. Wt. 14 oz. \$1.79

34 N 4483—3-battery... 1000-ft. beam. 9 1/4 in. Wt. 1 lb. 3 oz. \$1.49

D Compact Signal Flashlight 400-ft. beam, plus flasher, plus red plastic head ring. Plastic aluminum, red trim. With bulb and two 34 N 4650 standard batteries. Length 7 in.

34 N 4445—Shpg. wt. 11 oz. 79c

E Leakproof Batteries. Standard 1 1/4-in. diam. Wt. 4 oz. 34 N 4650—2 for 23c. 6 for 63c. Not leakproof. Wt. 1 oz. each 34 N 4653—Each Bc. 6 for 40c

F Penlight with pocket clip. 2-tone brushed-polished. 5 1/4 in. Lock switch. Key-chain light. 34 N 4506—Shpg. wt. 3 oz. 77c

G Key-chain Light. Red or green. Chrome ends. 5 1/4 in. Lock switch. Key-chain battery (34 N 4653) Wt. 4 oz. 34 N 4508—Shpg. wt. 3 oz. 59c



45c

"Camera" Light

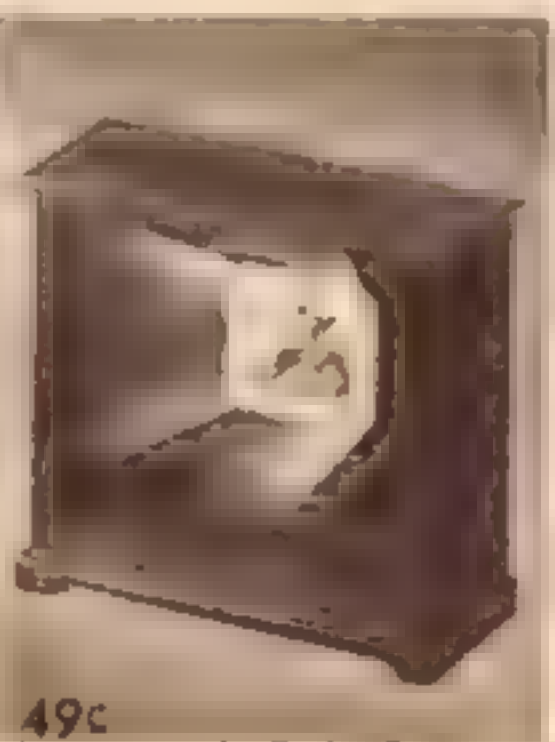
Tiny Toy Flashlight thrills youngsters!

PRESS BUTTON... IT CLICKS... IT LIGHTS!

Looks like small condenser camera—light clicks "on" when you press the button. stays on until you release button. (Takes no pictures.) Red or blue plastic, 1 3/4 x 2 1/4 x 1 1/4 inches. Carrying strap fits neck. With bulb and battery. Shpg. wt. 1 oz.

34 N 4443—State color... 45c

34 N 4461—Extra battery for above. Shpg. wt. 1 oz. 45c



49c

Tiny "Television"

A Realistic Toy for doll house, playtime!

IT TURNS ON... PICTURE LIGHTS UP!

Realistic Screen 1 1/2 in. lights up when you flip the switch. Shows picture of hard-riding cowboy.

Brown plastic cabinet case

2 3/4 x 1 1/4 x 2 3/4 in. high. With bulb and battery. Will delight every child on your Christmas list.

34 N 4501—Shpg. wt. 3 oz. 49c

34 N 4509—Extra battery for above. Wt. 2 oz. 4 for 23c

NEW! "Red Head"

Motorist's Safety Light with Stand

Clear 500-ft. beam ideal for making repairs, PLUS a red safety signal side beam. Adjustable bracket holds light, points it where needed. 8 inches long. With two 34 N 4650 batteries. Wt. 15 oz.

34 N 4418... \$1.89

NEW! Homart "BRITE BEAM" Lantern Waterproof! Rustproof! 3500-ft. Beam!

The greatest lantern value ever because it's the first SEALED BEAM unit we've seen offered anywhere near this price

\$5.95

Sealed Beam Unit, same type as automobile headlights, burns at full brightness up to 50% longer than ordinary lanterns, and does it on just one 69c battery (34 N 4702), included. Beam is brighter, longer, clearer... and stays 100% bright for entire life of lamp because it's hermetically sealed.

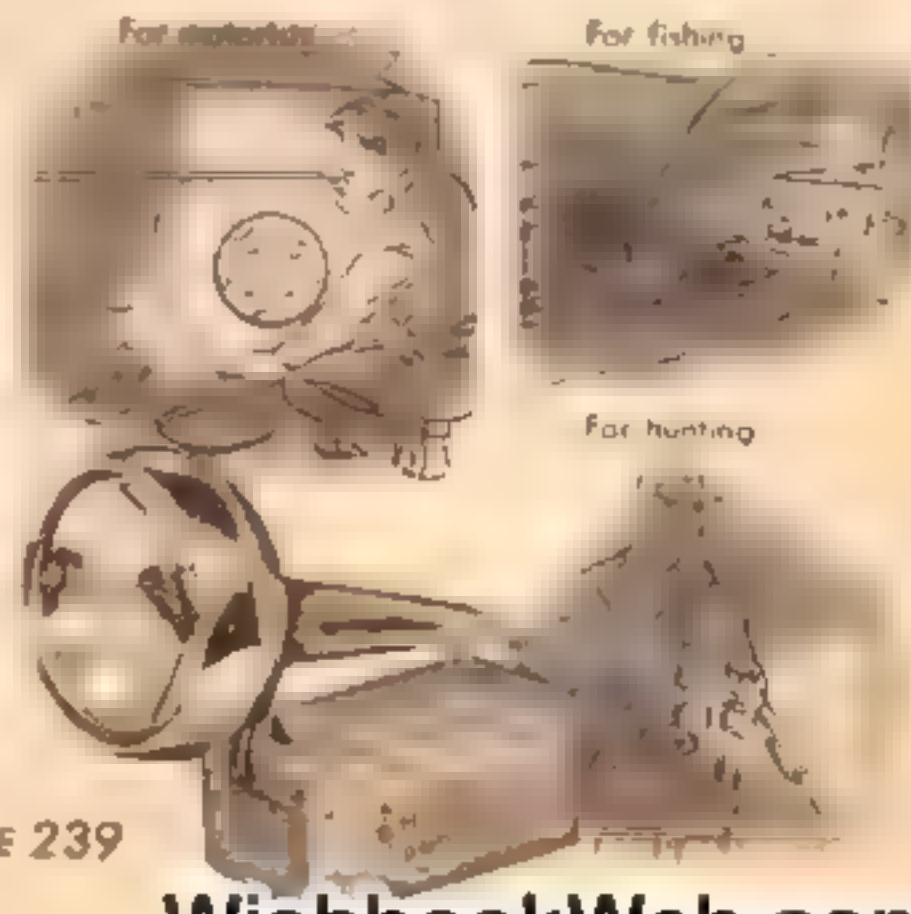
Swivel head with 4-in. glass lens adjusts full 120° up and down—lights up the most inaccessible places. Wonderful for hunting, fishing, scouting... and as auto trouble light.

Rustproof case is polished aluminum. About 8 x 7 3/4 x 4 1/4 inches overall. U.L. approved switch is at your thumb tip.

34 N 4828—With bulb and battery. Shpg. wt. 3 lbs. 12 oz. \$5.95

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For motorist

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Bright RED side beam

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Keep youngsters
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• For convalescent
periods when days
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Sears Special for Christmas!

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Here's a really tremendous value... enough books to keep the children interested for hours and hours, at just a fraction over 6c apiece! Each 8 1/4 x 11 1/4-inch book has approximately 20 pages, jam-packed with games and fascinating things to do. The assortment includes 2 Wet-A-Brush books that bring out colors, 7 activity books with tracers, 3 beautiful coloring books and 3 Follow-the-Dot books that amaze and delight children when they connect the dots. All books are different—no two alike. A wealth of play ideas and educational fun for quiet playtimes and convalescent periods. And at less than 7c per book, it's really a thrifty buy!

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BEST... 20 big Activity Books

New! Our biggest and finest "Play for Every Day" activity box with everything you need to keep a 4 to 9 year old boy or girl contented. The box is packed with 20 big activity books ranging in size from 9 1/4 x 7 1/4 inches to 10 1/4 x 14 inches. There are 4 Wet-A-Brush books, 4 tracing books, a follow-the-dot book, 2 books of Things to Do, a John Wayne Book, a Lil Abner book, a Bonny Braids book, a rub-a-pencil book, a book of playmates, a book of dots, a book of animal friends, 2 books to pushout and paste (paste not included). And, in addition, there's a box of 8 crayons, a palette of 6 paints, a brush and pan. Truly a deluxe gift box full of the finest books and materials. Just imagine the fun a youngster can have with this big set!

\$1.97

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The Book of Indians by Holling. About the real Indians of the Old West... how they lived, rode, hunted, fished, made wickiups and tepees. In exciting story form. Read how the boy Buffalo-Calf went on the great hunt, how the pueblo girl helped save a trader's life, and other stories. 126 pages. Illustrated.

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\$1.39

383 pages

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Thrilling, illustrated books by Marguerite Henry. Clothbound. Wt. ea. 1 lb. 10 oz. except 3N1230.

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